BROADCASTING

Broadcast Advertising

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WASHINGTON, D. C.
APRIL 15, 1938

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

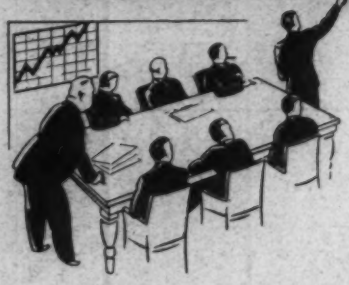
Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

BIG, YES! —BUT CONSCIENTIOUS!

WHO for IOWA-PLUS

es Moines . . . 50,000 Watts J. O. MALAND, Mgr. . . FREE & PETERS, INC., Representatives

SALES EYE VIEW OF COLORADO



"Our maps do not measure square miles but the people who inhabit them."

CBS 4th Listening Area Study

The listening area of KLZ embraces more than 80% of Colorado's "business section," measured not in potentials but in actual listeners. CBS' Fourth Listening Area Study accurately outlines the coverage of this powerful selling influence.

No spot in America offers the lover of scenic beauty as grand a treat as Colorado, but in these days of carefully budgeted advertising, sales plans must be concentrated in the densely populated areas to be most efficient. When planning sales campaigns in the Denver-Rocky Mountain region, let Colorado's most active station sell Colorado's most active market for you.

● **Thirty-three counties of Colorado are 50% or more "non-patented lands"—that is national forests and range areas. Here is perhaps the most rugged and beautiful scenery on the North American Continent. Density of population is only 4.1 persons per square mile.**

● **Seventy-eight and twenty-one hundredths percent of Colorado's population resides in the remaining 30 counties. Here the state's three largest cities are located together with its most fertile agricultural lands. KLZ's primary listening area coincides with this territory. Density of population daytime 12.6 inhabitants per square mile. Nighttime area 19.3 inhabitants per square mile.**

In Denver It's **KLZ**

CBS NETWORK — 560 Kc. — 5,000 WATTS L.S. — NATIONAL REPRESENTATIVE — THE KATZ AGENCY, Inc.

AFFILIATED WITH WKY, OKLAHOMA CITY, AND THE OKLAHOMA PUBLISHING COMPANY

THE WOODEN INDIAN WAS GOOD ADVERTISING IN ITS DAY . . .

— and just as this mute advertising medium has passed, so has the theory that one or two stations can give you adequate coverage in the many scattered New England markets.

Splitting the territory into smaller units, served by local outlets, multiplies many times the effectiveness of your message; and this can be done at moderate cost through The Colonial Network's fourteen-station facilities.

A glance at the following list will show how strategically these stations are placed to give direct, forceful coverage in centers of greatest population and sales volume.

The combined coverage of these fourteen stations adds up to a New England-wide audience, available at a lower network cost than is possible through any other combination of stations.

WAAB	Boston	WLBZ	Bangor
WEAN	Providence	WFEA	Manchester
WICC	Bridgeport New Haven	WNBH	New Bedford
WTHT	Hartford	WLLH	Lowell Lawrence
WNLC	New London	WBRY	Waterbury
WSAR	Fall River	WLNH	Laconia
WSPR	Springfield	WRDO	Augusta

The COLONIAL NETWORK

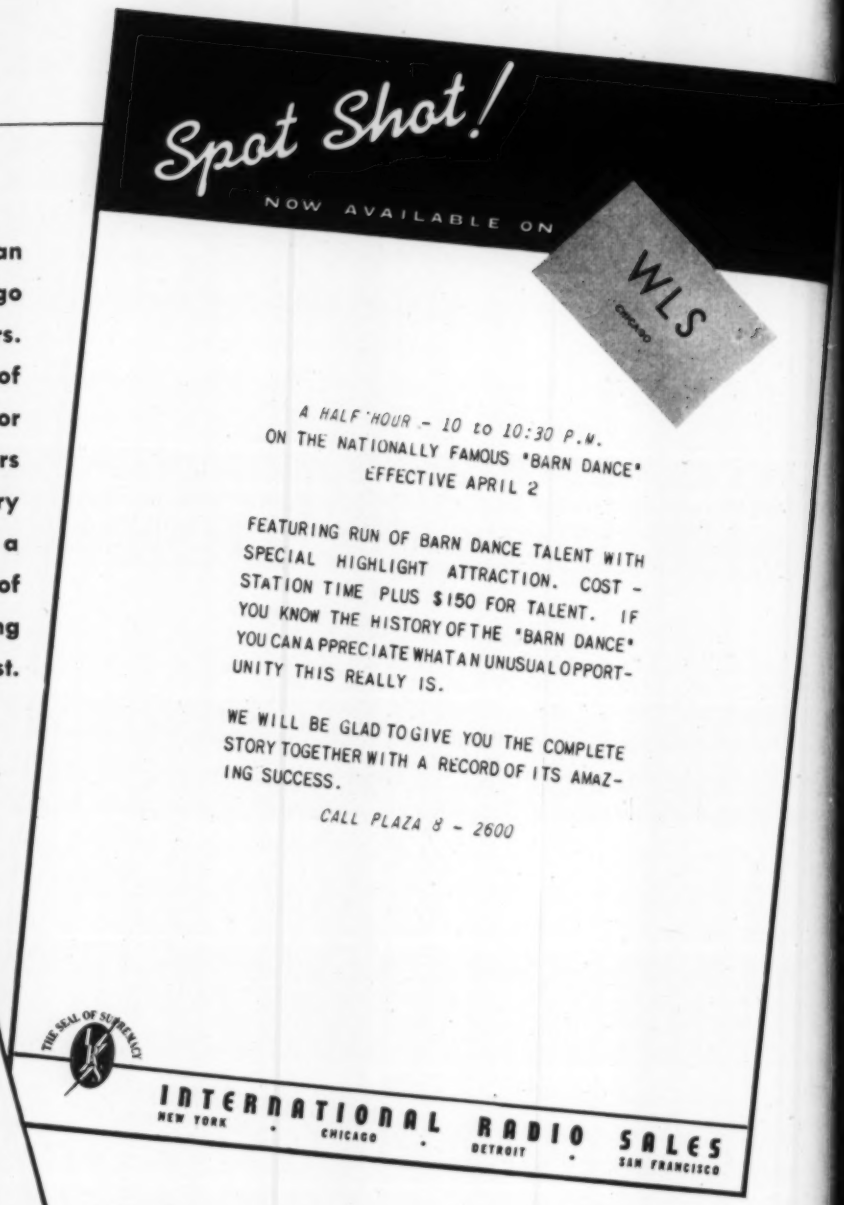
21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., *Exclusive National Representatives*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

It's got to be GOOD!

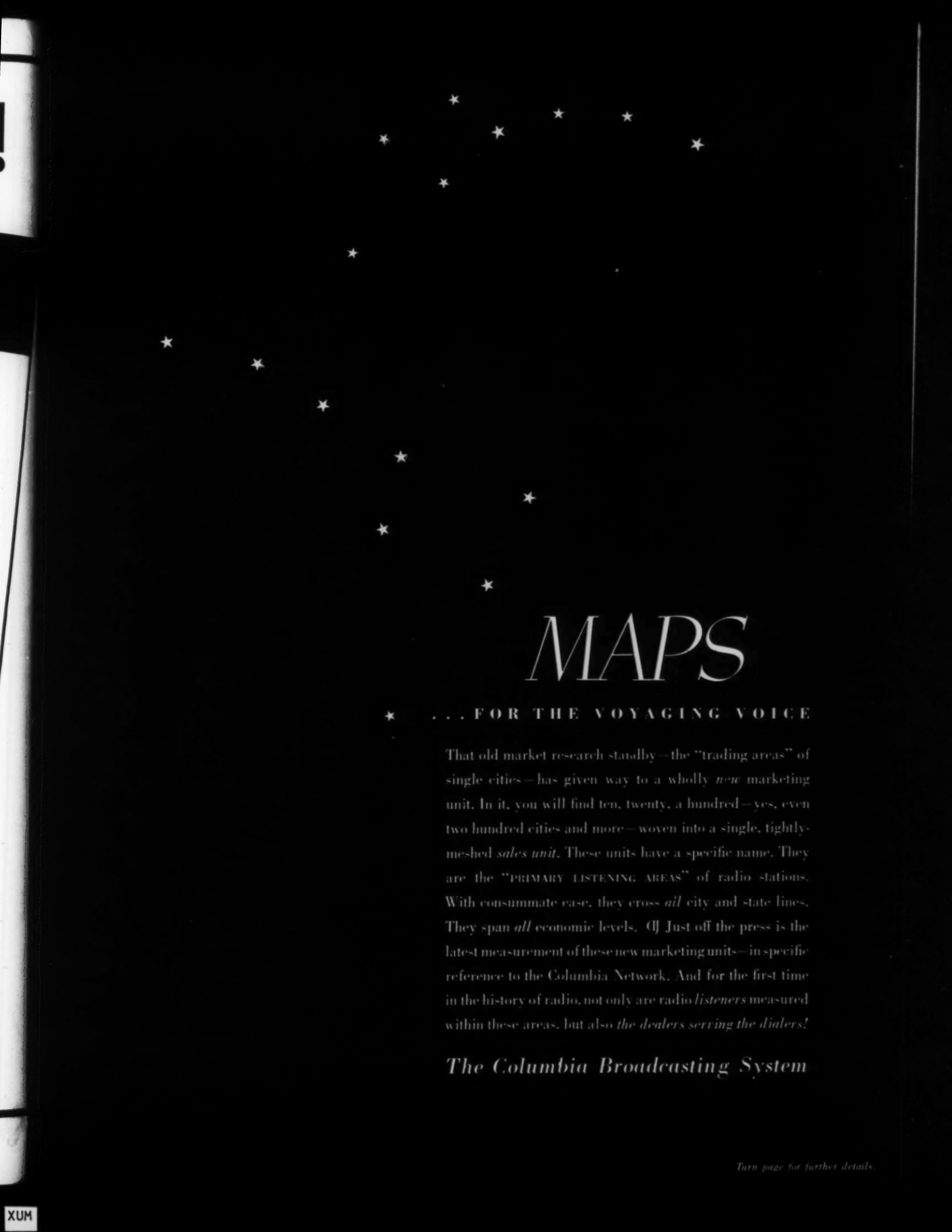
"SPOT SHOTS" never cry "wolf"! It's an extra special occasion when they go into the mail to agencies and advertisers. For we send them out only when one of our stations has an exceptional spot or program to offer. And because time buyers and account executives know this every "Spot Shot" gets as much attention as a telegram. The "Spot Shot" is only one of many sales activities which are creating more business for the stations on our list.


Spot Shot!
NOW AVAILABLE ON
WLS
CHICAGO
A HALF HOUR - 10 to 10:30 P.M.
ON THE NATIONALLY FAMOUS "BARN DANCE"
EFFECTIVE APRIL 2
FEATURING RUN OF BARN DANCE TALENT WITH SPECIAL HIGHLIGHT ATTRACTION. COST - STATION TIME PLUS $150 FOR TALENT. IF YOU KNOW THE HISTORY OF THE "BARN DANCE" YOU CAN APPRECIATE WHAT AN UNUSUAL OPPORTUNITY THIS REALLY IS.
WE WILL BE GLAD TO GIVE YOU THE COMPLETE STORY TOGETHER WITH A RECORD OF ITS AMAZING SUCCESS.
CALL PLAZA 8 - 2600
THE SEAL OF SUPREMACY
INTERNATIONAL RADIO SALES
NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

THE SEAL OF SUPREMACY

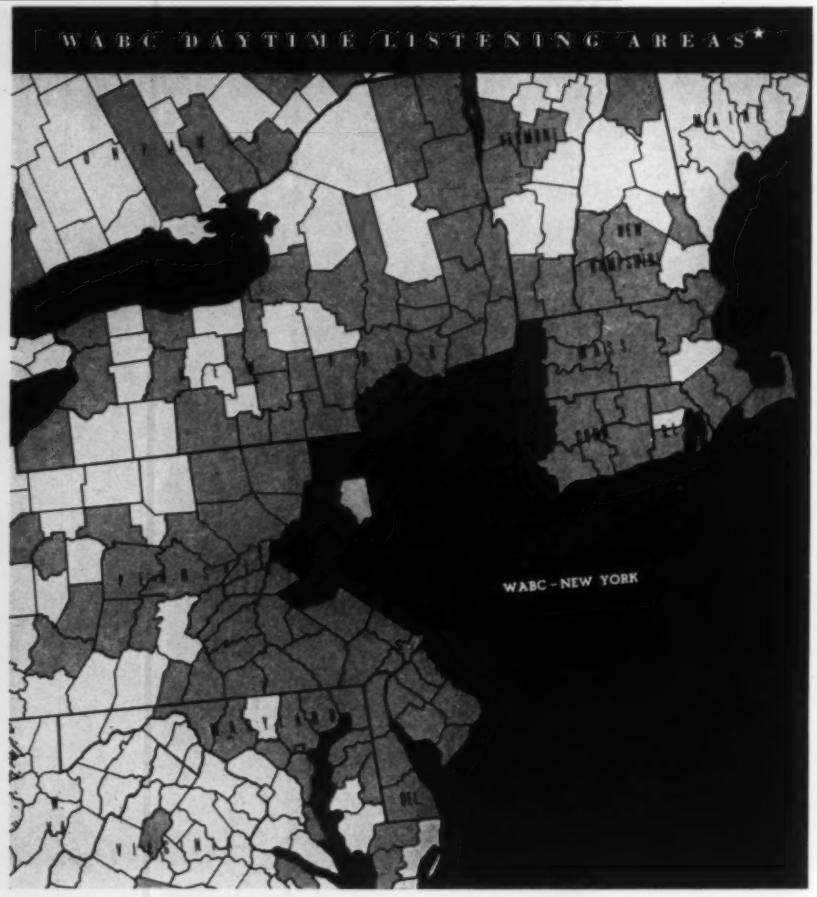
INTERNATIONAL RADIO SALES

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO


MAPS
. . . FOR THE VOYAGING VOICE
That old market research standby—the "trading areas" of single cities—has given way to a wholly *new* marketing unit. In it, you will find ten, twenty, a hundred—yes, even two hundred cities and more—woven into a single, tightly-meshed *sales unit*. These units have a specific name. They are the "PRIMARY LISTENING AREAS" of radio stations. With consummate ease, they cross *all* city and state lines. They span *all* economic levels. ¶ Just off the press is the latest measurement of these new marketing units—in specific reference to the Columbia Network. And for the first time in the history of radio, not only are radio *listeners* measured within these areas, but also *the dealers serving the dialers!*
The Columbia Broadcasting System
Turn page for further details.

2 of the 402

THE *4th* STUDY OF CBS LISTENING AREAS, just released, contains the only network maps which measure the radical differences between *day* and *evening* radio coverage. They are the only network studies of coverage based entirely on evidence of *actual listening*. The maps are based on degree of *coverage of the total market*, not merely on the radio families within the market. And the *number* of actual listeners, as well as relative levels of listening, are indicated for each CBS station.



★ ★ ★

Of prime importance to advertisers and agencies—the maps show *only* the minimum listening areas of each station: where an average new program will be heard in its *first week's* broadcasts—*not* the coverage for all the station's programs accumulated over a whole year. And they show Columbia's coverage under *average* seasonal conditions—exactly mid-way between mid-winter and mid-summer broadcasting.

★ ★ ★

As a result these new Columbia maps are the most *conservative* measurements of station coverage ever issued in radio. Therefore, the most *useful* measurements.

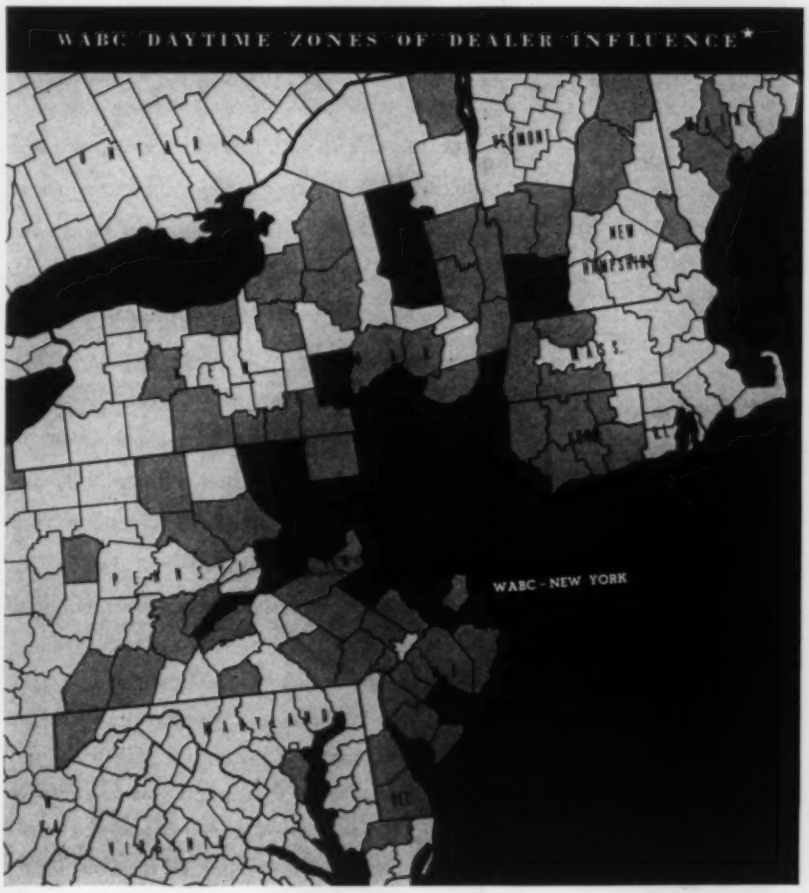
**This is one of the 204 CBS Listening Area Maps! It shows one of the new marketing units of the nation—not just New York, but 204 cities of more than 5,000 population! A total of 14,501,900 people live in WABC's daytime primary area—including 1½ million rural listeners. Here, woven into a single unit, is a market delivered by one medium—one CBS station—WABC!*

2 Columbia Maps

THE *1st* CBS STUDY OF ZONES OF DEALER INFLUENCE writes another new chapter in radio research. It provides new tools for advertisers: direct reports of where the nation's *dealers* are reached by Columbia's stations. Such maps as these are obviously needed in radio . . . for the dealer plays a double role in radio. He makes radio-advertised products available to people whose buying habits are vitally shaped by sponsored programs. But he is part of the audience, too—listening to the same programs, subject to the same influences. *And he knows, both from word-of-mouth comment and the movement of goods from his shelves, that the stations he listens to are those his customers listen to.*

★ ★ ★

Like CBS Listening Area maps, these are based entirely on reports of *actual listening*—and on separate reports of *Day* and *Evening* listening. Dealer reports were received from 2,770 counties—90.2% of *all* U. S. counties—which contain 98.6% of *all* radio families in the United States. They show accurately and conservatively just WHERE Columbia Network-advertised products can be *strongly merchandised!*



★*This is one of 198 CBS Zones of Dealer Influence! It shows one of the new merchandising units of the nation—not just New York, but a five-state "dealer" market with 5-billion dollar retail sales! Along with the other radio listeners in this area, these dealers are delivered to Columbia Broadcasting System clients by one advertising medium—one CBS station—WABC!*

Turn page for further details.

XUM

SWEEPING "CORRECTION"!

Multiply each map-area in the 4th Study of CBS Listening Areas by two or by three—yes, double or triple the coverage that each station shows—*before you compare it with other maps of station or network coverage*★

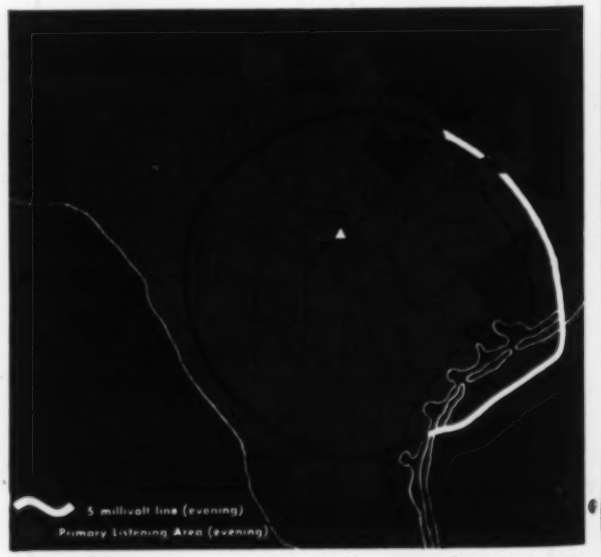
SUCH corrections *must* be made—in fairness to the CBS stations which courageously cooperated in repeating CBS LISTENING AREAS, despite the fact that the stations against which they compete in their own local markets still use very different, and usually far more generous definitions for the "coverage" they deliver.

Far more generous? Here's the comparison: ONE WEEK, AND ONE OFFER—*Against* A FULL YEAR, AND ALL OFFERS! As we pointed out on a previous page, CBS stations made no attempt to measure *all* the coverage they deliver, to *all* their programs, month in and month out. Instead, they show the coverage a *single* new CBS program will get the *first* week it is on the air!

In contrast, some of the stations against which CBS stations compete use maps of the *combined* coverage *all* their programs accumulate in a full year of broadcasting! Some stations do not measure actual listening at all, only *potential* listening. And very few maps—beside the CBS studies—separate day and night coverage into the radically different patterns any station delivers, *day* and *night.*

Six years ago—in the first CBS Listening Area study—we took our stand on the need for *conservative* radio maps. We said then (and proved!) that *the most useful map in radio is the most conservative one.* We've found no reason since, to reverse our position.★★

★★ *There's an ingenious method by which coverage-comparisons between competing stations* can *be made: a method first used by a leading advertising agency. This agency made an offer over CBS stations for one week. It then plotted the returns in the same, conservative ratios used in Listening Areas. It found "amazingly exact correlations between our maps and the CBS maps." Similar offers were then made on competing stations. The returns were charted in exactly the same manner—and the agency had a direct basis for comparing the coverage of CBS and other stations.*



★ *Except field strength maps. But note the contrast between a* FIELD-STRENGTH *map and an* ACTUAL LISTENING *map for the same station. Here is a typical example of a station whose* FIELD-STRENGTH *line does* NOT *follow the* ACTUAL LISTENING PATTERN *as given by the audience itself.*

CBS STATION IMPROVEMENTS

Technical improvements and additions to the network set a faster pace than statisticians and map-makers can follow. As a result, such changes become a final precaution against inflation in conservatively measuring CBS Listening Areas. For example, over 70% of CBS stations have installed the new automatic program amplifier since the Listening Areas maps were plotted. *This one improvement is equivalent to doubling the transmitter power for each of the stations.* And there are other major improvements, too numerous and technical to detail here, which increase signal effectiveness from 20% to 200% *without* power increase. In addition, the following stations have these specific wattage increases:

STATION	*NEW POWER*	*OLD POWER*
WWL** *New Orleans, La.*	50,000 WATTS, DAY 50,000 WATTS, NIGHT	10,000 WATTS, DAY 10,000 WATTS, NIGHT
KSFO *San Francisco, Calif.*	5,000 WATTS, DAY	1,000 WATTS, DAY
WGAR *Cleveland, O.*	5,000 WATTS, DAY 1,000 WATTS, NIGHT	1,000 WATTS, DAY 500 WATTS, NIGHT
WBNS *Columbus, O.*	5,000 WATTS, DAY 1,000 WATTS, NIGHT	1,000 WATTS, DAY 500 WATTS, NIGHT
WMBD *Peoria, Ill.*	5,000 WATTS, DAY 1,000 WATTS, NIGHT	1,000 WATTS, DAY 500 WATTS, NIGHT
WDBO *Orlando, Fla.*	5,000 WATTS, DAY	1,000 WATTS, DAY
KLRA *Little Rock, Ark.*	5,000 WATTS, DAY	2,500 WATTS, DAY
WMAZ *Macon, Ga.*	5,000 WATTS, DAY	1,000 WATTS, DAY
KFBB *Great Falls, Mont.*	5,000 WATTS, DAY	2,500 WATTS, DAY
WCOC *Meridian, Miss.*	1,000 WATTS, NIGHT	500 WATTS, NIGHT
KOY *Phoenix, Ariz.*	1,000 WATTS, NIGHT	500 WATTS, NIGHT
WRDW *Augusta, Ga.*	250 WATTS, DAY	100 WATTS, DAY
KGLO *Mason City, Iowa*	250 WATTS, DAY	100 WATTS, DAY
WMMN* *Fairmont, W. Va.*	5,000 WATTS, DAY 1,000 WATTS, NIGHT	1,000 WATTS, DAY 500 WATTS, NIGHT
WTOC* *Savannah, Ga.*	5,000 WATTS, DAY	1,000 WATTS, DAY
WCOA* *Pensacola, Fla.*	1,000 WATTS, DAY	500 WATTS, DAY
KNOW* *Austin, Tex.*	250 WATTS, DAY	100 WATTS, DAY
WGR *Buffalo, N. Y.*	5,000 WATTS, DAY	1,000 WATTS, DAY
WNOX *Knoxville, Tenn.*	5,000 WATTS, DAY	2,000 WATTS, DAY
WGBI *Scranton, Pa.*	1,000 WATTS, DAY	500 WATTS, DAY

***Operation effective on or about July 1, 1938. *F. C. C. construction permit granted for this higher power.*

"What?--*MORE* office space?"

YES, Colonel — the sign on the door is exactly correct: Our New York Office moves on April 16 to new and bigger quarters at 247 Park Avenue.

Why more space, you ask, Colonel? Well, we had to have room for the research library of data we've been building up these past six years. So we *got* the space — enough for a 24-foot library.

An audition room is included, of course — with a separate turntable control room, adjoining. . . . And so on.

No, Colonel — it's not a "fancy" layout. No panelling, and you won't sink up to your pocketbook in the rugs. But it's a darned efficient office, and we think it will help us to improve our service to you. Won't you drop in and see us there?

Exclusive Representatives:

WGR-WKBW	Buffalo
WCKY	Cincinnati
WHK-WCLE	Cleveland
WHKC	Columbus
WOC	Davenport
WHO	Des Moines
WDAY	Fargo
WOWO-WGL	Ft. Wayne
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
WMBD	Peoria
KSD	St. Louis
WFBL	Syracuse
WKBN	Youngstown

Southeast

WCSC	Charleston
WIS	Columbia
WPTF	Raleigh
WDBJ	Roanoke

Southwest

KTAT	Ft. Worth
KTUL	Tulsa

Pacific Coast

KOIN-KALE	Portland
KSFO	San Francisco
KVI	Seattle-Tacoma

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO	NEW YORK	DETROIT	SAN FRANCISCO	LOS ANGELES	ATLANTA
180 N. Michigan	247 Park Ave.	New Center Bldg.	One Eleven Sutter	C. of C. Bldg.	Bona Allen Bldg.
Franklin 6373	Plaza 5-4131	Trinity 2-8444	Sutter 4353	Richmond 6184	Jackson 1678

BROADCASTING
and
Broadcast Advertising

Vol. 14. No. 8 WASHINGTON, D. C., APRIL 15, 1938 $3.00 A YEAR—15c A COPY

Radio Holds Its Own in Business Slump

By MARTIN CODEL

Network and Local Time Sales Above Level of Past Year; Profits Cut by Added Costs; Building Boom Noted

THE BUSINESS of broadcasting, so far as the rank and file of stations are concerned, remains a bright spot on the business horizon. Now, as during the last depression, broadcasting, by reason of its potency as a sales medium, seems destined to be the last of the major advertising media to feel either the economic or psychological effects of the cloudy business skies. Recovery of the business community at large may come—and there are signs that it is definitely enroute—even before broadcasting feels any depressing effects at all.

Visits with some 50 broadcasters, agencies and allied business men in more than a score of cities in representative sections of the United States during March revealed to the writer that the business of broadcasting generally is holding up. Network and local time placements are equal to if not ahead of best previous years. The only sign of decline discerned was in national spot, and this does not seem to be serious in proportion.

React to Conditions

Radio managers cannot help but sense reactions of their business communities to the news of the stock markets and other reports of trade activity. But if broadcast managers are evincing any evidence of jitters and if businesses associated with broadcasting are at all disturbed, their disquietude is masked beneath outward manifestations of optimism. If there is any lack of confidence, it should be attributed more to infection by the bearish news of the day than to the fact that radio's index curve may be flattening out. Also some are disturbed by confusing policies, or lack of policies, on the part of the administration and of the regulators of radio in Washington.

The broadcasting business curve is still upward, though it may not be pointed up as sharply as during the last dozen or so years of commercial operation. The reason is simpler than mere talk of depression: Time on the air is limited; the clock cannot be extended like the pages of a newspaper for there are only so many hours to the waking day; many stations, particularly those better situated so far as market and facilities are concerned have very few of the more favored listening hours left to sell, and some even have waiting lists of sponsors willing to take any relinquished hours.

Except in spotty instances, usually traceable to market, competitive, managerial or coverage disadvantages, the general conclusions may be drawn that the broadcasting business today is good-to-excellent—with the networks and better-situated stations, including locals doing an especially good daytime business, carrying as large a volume as they did during the same months of the record $140,000,000 year 1937 [BROADCASTING 1938 Yearbook Number]. In many cases an even larger volume is reported.

Profits Down; Much Building

On the other hand, while volume may be up, or even with the preceding year, profits appear to be leveling off. This is attributed primarily to increased levies by the musicians' and other labor unions and increased costs of operation generally, quite aside from enormous increases in expenditures almost everywhere in plant investment.

This huge investment, amounting practically to a "building boom", is incidentally one of the anomolies of a situation which finds many broadcasters puzzling over what is coming next, yet having enough faith in their youthful industry to be willing to convert profits into technical improvements. Possibly the general market condition is responsible, with earned capital, having so few places to go these days, and facing such high undistributed profits taxes, finding that spending on plant improvement is the most feasible and most prudent current investment.

On the basis of observations during this trip, added to reports constantly streaming into the offices of BROADCASTING, it is probably no exaggeration to state that just about every other broadcasting station in the United States currently is engaged or recently has completed some sort of building or plant modernization and improvement project.

Local business, in spite of this cautious buying, is holding up remarkably, most of the broadcasters interviewed asserted. Once on the air, like the network sponsors who hang on to most-favored-listening-time franchises, they hesitate to give up their periods, whether short spots or longer programs, because radio has become one of their basic sales promoters and because they fear competitors will quickly take over their time.

Regional Prosperity

In the South—if Louisvile, Memphis, Shreveport, Dallas, Houston, San Antonio and Amarillo may be accepted as examples—business is good from a radio standpoint, and many of the radio men said they themselves were surprised that it held up so well in the face of low cotton prices. Some even said that retail business generally was excellent in their communities, attributing this to lowered inventories, buying geared more evenly to distribution and the fact that "we don't seem to be affected by your depressions in the East, and in the big cities, until a long time after you do, if at all." In some communities, government projects have helped in a big way, of course.

All along the West Coast, from Los Angeles to Seattle, much the same story was heard. Business is good, but they wonder what is going to happen to network and national spot in view of the constant

Chart of Future NAB Setup Is Drawn Up by Mr. Ethridge

Industry Responds Favorably to New Organization; Legislative, Labor, Audit Problems Attacked

A "BLUE-PRINT" of the future NAB, geared to handle all industry problems, has been drafted by President Mark Ethridge, with the building process to develop as the funds become available.

Immediately following creation March 30 of the new executive structure by the NAB board of directors, several projects were started under the Ethridge leadership. Finding the right men for the "expert" jobs was the first order of personnel business, and action on at least two of the six positions is expected at the next board meeting called by Mr. Ethridge for April 30.

During the last fortnight there has been considerable preliminary work done not only by the executive group in Washington, but by committees designated to pursue particular inquiries. Although the present headquarters' staff is temporary, the work is proceeding on a permanent basis, with the objective of having a functioning organization when the regular appointments are made.

President Ethridge has spent several days in Washington since his election, and has been in regular telephonic contact with Special Counsel Philip G. Loucks, and with Edwin M. Spence, former WBAL general manager, who is serving temporarily under board appointment as the staff executive in Washington. There have been numerous conferences with the committee chairmen named at the last board meeting, notably in connection with legislation and with the search for possible appointees to specific posts.

Reaction from the industry to the new NAB operation has been almost unanimously favorable. A score of stations have been admitted to membership since the last board meeting, and it is expected that when the board meets at the end of the month, the membership total will eclipse the 400-station mark. Both NBC and CBS have been admitted as associate members, with dues to be fixed according to their station ownership and operation. The annual figures probably will amount to about $25,000 and $20,000 respectively. Associate memberships for other nonstation units in the industry, such as transcribers, station representatives, manufacturers and other organizations also are planned to bolster

(*Continued on page 52*)

bearish business news from the big cities from which national accounts largely emanate. Three cities in Idaho—Boise, Pocatello and Twin Falls—reported business on the uprise; Salt Lake City said business was good; in Omaha, where a spokesman for other Nebraska and Iowa radio towns was interviewed, it was found to be in very good shape. In Chicago the blues were being sung, possibly due to such close contact with the news from La Salle Street.

Curious About Washington

Nearly everyone wanted the answers to the same questions: What is the FCC going to do next? Do these questionnaires about our operating costs and revenue mean eventual rate-fixing? Will the Havana Treaty be signed soon, and when will its allocations go into effect? Are the reformers really serious and influential, and what will the NAB do about them? Does Mr. McNinch really think we are as badly in need of program restrictions as his recent speech before the NAB seemed to indicate? Does Washington have any appreciation of the community and public service jobs we are doing? Do the Washington authorities realize how much money we are ploughing back into equipment and improvements—all on the basis of mere six-month licenses? Is politics really "out the window" at the FCC?

On one point, particularly, many station managers were curious. What did Chairman McNinch mean when he cautioned against "intoxicating beverage" advertising? Does he really think many stations are carrying hard liquor advertising (the writer found practically no stations carrying whiskey or even wine accounts, possibly because so few are being offered but in most cases because they are against station policy) or does he regard beer advertising as falling in that category? Shall we drop our beer business (which is quite plentiful) when even our local clergy and so few of our temperance element are not complaining?

It would take the son of a prophet to answer these questions, for the FCC itself hasn't answered them and, if a poll of Congress were taken, one would probably find dozens of answers to each question—depending upon the background, the politics, the knowledge and the inclination of each and every Congressman or Senator. Certainly this interviewer, who came to interview rather than be interviewed, could refer his questioners only to the current news developments.

By and large, it can be concluded that radio as a business seems to be keeping ahead of cyclic disturbances to the whole of business yet cannot help but be affected psychologically by what big and little business and Washington think, feel and say.

GENERAL MILLS, Minneapolis (Wheaties), on May 6 assumes sponsorship of the *Original Amateur Hour* on WHN, New York, with Jack Waldron as m. c. Blackett-Sample-Hummert, Chicago, is agency.

Drawn for BROADCASTING by Sid Hix

"He wants to know, can his aspirin spot announcements follow all the political speeches."

All-Time Highs in Network Time Sales Despite General Recession in Business

SETTING a new all-time high for network time sales, March, 1938, produced a total billing of $7,103,397 to advertisers by the nationwide networks, an increase of 10.6% over March of last year. Previous high mark in network billings was January of this year, the combination pushing the first quarter of 1938 to the highest three-month billings ever recorded in network history, $20,490,870, a gain of 11.7% over the $18,349,183 combined billings for the first quarter of 1937.

Individually the networks all showed increases for the quarter over a year ago. CBS, whose billings for the January-through-March period totaled $8,628,689, has a lead of 19.8% over its first quarter total of $7,202,653 in 1937. MBS is 10% ahead of last year, showing $763,781 for the first three months of 1938 as compared with $694,466 for the same period last year. NBC, which is no longer reporting separately for its Red and Blue networks, shows a 1938 total of $11,098,400, 6.2% above the $10,452,064 billings during the first three months of 1937.

March Records

For the month of March NBC reports an all-time high billing of $3,806,831, a 5.3% gain over March, 1937. CBS also shows a new high for the month, $3,055,929 as contrasted with $2,559,716 for the same month of 1937, a gain of 19.4%. MBS, with a March billing of $240,637, is 2.7% below March of last year.

Publication of network gross time sales figures in this issue represents the second change in policy of the network officials this year. In January a decision was reached that publication of gross billings, with no reference to expenses, gave a false picture of network prosperity and served only to encourage further raids on broadcasting by organizations wishing to levy tribute from the industry.

As this was in line with the sentiments of the broadcasting industry, which at the special NAB convention held in New York last fall adopted a resolution favoring establishment of a unit time method of reporting radio's gains and losses without reference to dollars, similar to the lineage system used in comparative newspaper figures, BROADCASTING refrained from publishing monthly figures for January or February, although they were readily available from a number of sources. Unwilling, or unable, to refuse this information to agencies and other interested parties, and realizing that only a complete shutdown would accomplish their purpose, the networks this month resumed release of their gross billings to the trade press. Figures for the first three months of this year, together with those for 1937 and the percentage of gain or loss, follow:

GROSS MONTHLY TIME SALES

	1938	% Gain over 1937	1937
	NBC		
Jan.	$3,793,516	7.1%	$3,541,999
Feb.	3,498,053	6.1	3,295,782
March	3,806,831	5.3	3,614,283
	CBS		
Jan.	$2,886,065	21.3%	$2,378,620
Feb.	2,686,695	18.7	2,264,317
March	3,055,929	19.4	2,559,716
	MBS		
Jan.	$ 269,894	26.3%	$ 213,748
Feb.	253,250	8.6	233,286
March	240,637	—2.7	247,432

GENERAL MILLS, Minneapolis (Wheaties), sponsors Yankee vs. Brooklyn baseball games April 15, 16, 17 on WOR, Newark. Agency is Knox Reeves, Minneapolis.

DST Again

ARRIVAL of daylight saving time early in the morning of Sunday, April 24, will bring into operation the usual sets of revised network program schedules. As in the past, programs will be heard an hour earlier in cities remaining on standard time. Many programs have been shifted in the process of adapting schedules to the new time. [BROADCASTING, March 15, April 1]. The list of cities using daylight saving time in 1938 will be found on page 34.

KECA, Los Angeles, Sold for $100,000 To San Diego Man

Hearst Continues Liquidation Of His Radio Properties

SALE of KECA, Los Angeles, by Earl C. Anthony, to Warren R. Worcester, San Diego, draftsman and engineer, for approximately $100,000, with the provision that it be removed to San Diego, was consummated April 12 subject to FCC approval.

The transaction grows out of the purchase last month, likewise subject to approval of the Commission, of KEHE, by Mr Anthony from Hearst Radio Inc. for $400,000. Already the operator of KFI, Los Angeles, 50,000-watter, as well as KECA, Mr. Anthony has sought to dispose of KECA since concluding his arrangements with Hearst for the KEHE acquisition.

Prior Application Denied

Mr. Worcester, who is 28 and the grandson of one of the founders of U. S. Steel Corp., has been interested for some time in procuring a new station in San Diego. The FCC on March 23 denied his application for a new station on 1400 kc. with 250 watts night and 1,000 day, on the ground that he had failed to establish a need for an additional station in San Diego particularly because of interference that would result within the good service area of KLO, Ogden, Utah, operating on the same facility.

Meanwhile, negotiations were still in progress for sale of the remaining Hearst-owned stations as part of the "gradual liquidation" process of Hearst properties. The identity of principals in these transactions was not divulged by Hearst officials but all signs pointed to consummation of the sale of the four Southwest stations (KTSA KOMA KNOW, and WACO) within a short time, as well as of WBAL, Baltimore, WISN, Milwaukee, and KYA, San Francisco.

The application for transfer of KEHE to Anthony has been filed with the FCC. That of WINS, New York, to Col. Arthur O'Brien, Seattle attorney, and one-time resident of Washington, D. C., for $250,000, will be filed shortly. If the Commission follows the usual procedure, both of the applications will be designated for hearing.

In acquiring KEHE, operating on the 780 kc. channel with 1,000 watts night and 5,000 watts day, Mr. Anthony proposes to operate the station as the NBC-Blue Network outlet in the Los Angeles area, replacing KECA. Because it is felt he would not be able to operate three stations in the same city, Mr. Anthony immediately sought to dispose of KECA, assigned to 1430 kc. with 1,000 watts night and 5,000 watts local sunset, to interests outside that particular area.

In San Diego, it is understood the negotiations involved not only Mr. Worcester but also the *San Diego Union* and *Tribune*, of which Ira C. Copley is the operating head. The *Tribune* also is an applicant before the FCC for a new station in San Diego.

Mr. Worcester, while a drafts-

(*Continued on page 73*)

Reallocation Held Up by Treaty Delay

By SOL TAISHOFF

FCC Marking Time With New Rules; Chain and Superpower Probes Make Progress as Committees Are Named

WHILE the FCC goes through a rapid-fire pace on such matters as its so-called chain-monopoly and superpower inquiries, immediate prospects for a reallocation of broadcast facilities as prescribed in the Havana Treaty are dimmed.

New rules and regulations, which were to serve as the foundation stone of the projected revision of allocations, are still tabled. They cannot be considered until the Havana Treaty is ratified since the projected reallocations must coincide with the technical requirements of that treaty.

At the present writing, the treaty is being held at the State Department because of a letter from Chairman Frank R. McNinch asking that it be withheld. [See article on this page]. With Congress seeking adjournment by mid-May, only the most expeditious sort of action could assure ratification of the treaty.

Inquiries Progressing

Meanwhile, the FCC is moving ahead with its two separate broadcast inquiries — one dealing with its chain investigation and the other with high power. Each inquiry has been delegated to an FCC committee which will follow through on its own but report to the full Commission for action.

The chain investigation committee comprises Chairman Frank R. McNinch as chairman, Thad H. Brown as vice-chairman and Commissioners E. O. Sykes and Paul A. Walker.

The superpower committee comprises Gov. Norman S. Case as chairman, T. A. M. Craven, vice-chairman, George H. Payne, and Chairman McNinch, ex-officio. This committee is preparing for the superpower hearings scheduled to begin May 16 involving applications of 15 stations for authority to use 500 kw. power. A postponement, however, is likely.

Meanwhile, conflicts within the FCC continued to rage. There was dissension over a resolution offered by Commissioner Payne April 6 which in effect invited a Congressional investigation of the FCC. Sprung as a surprise, Commissioner Craven seconded the motion on the resolution but on motion of Commissioner Case and by a subsequent 5 to 2 vote it was tabled until April 13, at which time it was voted down 5 to 2 with Payne and Craven supporting it.

After defeat of the resolution, the following statement by Commissioner Walker, concurred in by Chairman McNinch and Commissioners Sykes, Brown and Case, was made public: "Whether an investigation of a governmental agency created by Congress should be made, is wholly a matter for the judgment of the Congress itself. This Commission should neither advocate nor oppose such investigation. If at any time the Congress should see fit to enter upon an investigation in which this Commission may be concerned or by which it may be affected, this Commission should expect to offer every facility at its command in assisting in the active prosecution of such an investigation and in making immediately available all the facts pertaining thereto."

On the chain-monopoly inquiry, returns of the questionnaire mailed out to all stations March 25 were being received by Chief Accountant William J. Norfleet. They are due April 25.

Tending further to provoke internal strife was a press release issued by Commissioner Payne following the vote. He declared it was "preposterous to deny that there has been opposition to a Congressional investigation within the Commission. There has even been lobbying against it." He attacked Commissioner Walker's position, citing the latter's charge of a "leak" on his AT&T investigation report and mentioning purported manipulation of AT&T stock.

The FCC committee on April 11 directed the staff to "report at the earliest possible date the list of all contracts relative to chain broadcasting now on file with the Commission, together with an analysis or brief summary of the terms of such contracts."

Mr. Norfleet and his chief associate in the inquiry, Henry M. Long, conferred during the first week in April with accounting executives of the major networks and of Yankee Network in connection with the schedule of statistical information desired from them. Mark Woods, NBC vice-president and treasurer; Henry McKeon, NBC auditor; Frank K. White, CBS treasurer, and Paul Porter, CBS Washington attorney, completed conversations with the FCC accountants on April 11, after having conferred with them during the preceding week in connection with the schedules. Robert F. Ide, Yankee Network auditor, conferred April 8 regarding the network breakdowns. The network schedule will be sent to some two dozen national and regional chains with the request that data be supplied as early as possible.

One of the principal problems in connection with network statistics affects breakdowns on owned or operated stations, particularly those in key cities where controversy arises as to what may be regarded as expense and income on individual station operation when actual network operations are carried on from such stations.

The chain-monopoly committee has not yet indicated hearings in compliance with the investigation order adopted last month. An enormous amount of analytical work must be done before hearings can be scheduled. Chairman McNinch stated April 12, however, there was no intention of deferring hearings until fall and that they would be inaugurated as soon as possible, perhaps in June.

That a postponement of the superpower hearing will be sought became evident April 12, following the meeting of the Clear Channel Group of stations in Chicago. It was indicated that at least a majority of the group will ask for a continuance on both the regulation and on individual applications designated for hearing. It was felt that data which the FCC is gathering on economics of the industry will not be available in time.

Joint Appearance for 500 Kw.

The majority of the applicant 500,000-watt stations, it is understood, concluded that they would ask that the hearing on their particular applications be continued even if the Commission does not agree to postpone the entire hearing. Should that develop, the hearing would be restricted to the issue of amendment of the present rule (117) so as to provide for a minimum power of 50,000 watts rather than a maximum power of that order on clear channels. The group, formed about three years ago to protect clear channels, authorized Louis G. Caldwell, its counsel, to file a joint appearance.

Some concern was expressed by a number of the superpower applicants, who desire to have the clear channel issue as well as that involving superpower settled at the same time. The clear channel issue, Commission spokesmen have held, cannot be raised at this time because of the status of the Havana Treaty. Consequently, the whole issue appears to be in a muddled state. The 500,000-watt applicants are WHO, KFI, WGN, WSM, WSB, KDKA, KNX, KSL,

(*Continued on page 68*)

Ratification of Havana Radio Treaty Ensnarled in Departmental Routine

A RACE against time confronts ratification by the Senate of the Havana Treaty covering the allocation of North American broadcast facilities, even should its stalemate in the State Department be broken.

With Congress striving for adjournment by May 15, the all-important pact still is tied up in the State Department, awaiting word from the FCC withdrawing objection to its ratification.

As late as last month, it is understood, a communication from the FCC asked the Department to withhold submission of the treaty to the Senate pending further study. The Department also is understood to have another communication from Commissioner T. A. M. Craven, who served as chairman of the American delegation to the conference in Havana last year, setting forth factors in connection with it designed to expedite Senate ratification once the treaty is submitted.

Action in Other Countries

While no official word was forthcoming, it is understood the State Department is disposed to withhold any action until the objection of Chairman Frank R. McNinch is withdrawn. Consequently, with such a short time remaining between now and centemplated adjournment of Congress, most expeditious action would be required for ratification.

Serious consequences are seen if the treaty, which would require a broadcast reallocation, is not ratified at this session. Regarded as a desirable treaty insofar as broadcast allocations in this country are concerned, the pact already has been approved by the Cuban government and has the implied approval of Canada. The Mexican Senate does not meet again until December, at which time ratification had been anticipated prior to the controversy between that nation and the United States growing out of the oil seizures. With three of the four countries ratifying the treaty, and with the fourth (Mexico) signifying its intention of doing so, it would have the effect of international law.

In some quarters, it is held, failure of this country to ratify at the current session of Congress might result in a repudiation of the pact by one of the three other countries. That would undo all of the work accomplished at the Havana conclave and by unofficial negotiations over the past half-dozen years. Instead of clearing up the serious "border station" situation in Mexico and in Cuba, resulting in serious interference to broadcast operations in this country, failure of the treaty might mean an open radio warfare among these nations.

The basis for objection to the treaty, it is understood, relates largely to the exclusive, or "clear channel" situation. Under the treaty itself, 32 exclusive waves are reserved for the United States of which 25 would be available for Class 1-A operation which in effect means clear channel. Other channels would be duplicated.

Failure to act on the treaty also has bottled up the proposed new FCC rules and regulations dealing with broadcast allocations. It is felt that the proposed new rules, which are being drafted to coincide with allocation terms of the treaty, would be futile without ratification of that compact.

The Paley Report: Radio's Own Statesmanship—*An Editorial*

WE COMMEND to our readers, more particularly to Congress, the FCC and the host of crusaders and fault-finders who constantly belabor radio, the annual report of CBS to its stockholders published in full in this issue and made public by way of the CBS wavelengths the other night by President William S. Paley. It is a direct and forthright statement of the major problems of the broadcasting industry at large by a youthful executive who has won the esteem of his colleagues in the industry not only for his reputation for square dealing but for his ability to probe the root of a problem—an ability again demonstrated in this statement as in several previous statements.

The broadcasters are at fault, says Mr. Paley, for having failed more generally in public discussion about the use of their medium; hence his novel presentation of his report over the radio. Hence also he hopes, and we echo the hope, that the newly reorganized NAB may well be the instrument to accomplish this.

Isn't the FCC's primary function that of policing the airwaves in view of the limited number of ether highways which physically limits the number of stations and the traffic thereon? Mr. Paley thinks it is, otherwise "there would be no more reason for a Federal commission to regulate broadcasting than there is to regulate newspapers or magazines or clothing stores or manufactures of hardware." Beyond legislation and regulation governing business generally, laws against indecency, fraudulent advertising and the like, and regulation "devoted principally to making sure that facilities are used fairly and nonpartisanly", program regulation is unnecessary under our competitive private system. The air must be free, non-partisan, monopolized by neither majority nor minority—who in a democracy can quarrel with that thesis?

"I have said," adds Mr. Paley, "that there should be a minimum of regulation. I have explained why I believe that simple rules of fair practice would justify that such regulation be kept at a minimum. I ask you to keep in mind that the public itself has always the most swift and potent means of regulating broadcasting so long as the industry is competitive and so long as each individual listener has strength enough to snap a switch or twist a dial."

Quite aside from his defense of network broadcasting in view of the pending FCC probe, Mr. Paley trod boldly on dangerous political ground when he suggested the regulators, recently goaded into feeling they are bound to determine the fair selling price of stations, are not really protecting the public in proposing to fix or limit such prices. "So long as buyer and seller know the terms of the license [and, of course, so long as the buyer qualifies as a licensee under the existing law, which says nothing about prices] I do not think it is a matter of public concern what Jones wants to pay for Brown's station, any more than it is a matter of public concern what Jones wants to pay for Brown's grocery store . . . we must remember that the public pays nothing for radio service and therefore it is unaffected by the values established for radio stations."

As for six-month broadcast licenses: "It is as unfair and as unwise to license it in this way as it would be to give men short-term licenses to publish newspapers, to write books or plays, or to make motion pictures . . . I think a broadcaster should have to agree to freedom of the air, fairness of the air and nonpartisanship of the air, as a condition to getting a license at all. So I say, give him a license over a term of years."

And it is the independent statesmanship of radio speaking out—and we hope such simplicity and directness and force will be demonstrated by the new NAB—when Mr. Paley asserts: "I feel quite sure that nobody really wants to keep broadcasting in a position where it might some day be faced with the necessity of pleasing those in power in order to continue to exist."

THORNBURGH SEES PICKUP IN AUTUMN

"NO SURPRISING slump in radio business is indicated by present conditions," declared Donald W. Thornburgh, CBS Pacific Coast vice-president, upon his return to Hollywood April 6, from New York conferences with network executives. He also attended the NAB directors' meeting in Washington.

"While a comparatively quiet vacation season may be expected as usual this summer, present commitments justify our expecting autumn business to be just as good as it was last year," Mr. Thornburgh said. "Hollywood originations, incidentally, will be at least as numerous as last year.

"It is not correct to say that eastern business men are optimistic, for general conditions do not warrant their expecting a record-breaking summer. It is true, however, that most business men anticipate a healthier condition this autumn and that they are both ready and anxious to become optimistic again at that time."

Mr. Thornburgh pointed out that with the opening of the new CBS Hollywood headquarters and studio building at Columbia Square on April 30 and with completion of the new KNX, Hollywood, transmitter expected by autumn, his organization is better equipped than ever to provide service for both old and new clients.

A NEW SYSTEM of five-minute Transradio news broadcasts to be heard daily at "sign-on" and "sign-off" periods was started April 4 by WOR, Newark. The station opens each day except Sunday at 6:40 a. m. with a resume of world events, and closes with similar five-minute periods seven days a week at 2 a. m.

AP Membership Will Vote on Proposal To Raise Revenue from Radio Service

POSSIBILITY that the Associated Press will join United Press, International News Service and Transradio Press Service in selling news for use on commercial broadcasts has been raised in a letter sent by AP President Frank B. Noyes to the membership of that group, stating that the board will propose a change in AP by-laws to permit this step at the annual AP meeting to be held April 25 in New York.

The letter points out that AP has been supplying news to Press Radio Bureau without charge while "competitive news agencies have also been permitting sponsorship with financial returns to these news agencies" and continues that "members have said that the time has come to permit the AP to obtain additional revenue from this source in order to postpone or make entirely unnecessary increases in AP assessments in order to meet the expenses of the organization which the members will understand have necessarily been increasing." AP's only source of revenue is the assessments on members, which in 1932 were reduced by approximately $1,200,000 annually.

Expect Passage

AP headquarters in New York declined to comment on the proposal other than to say that no details have been worked out as yet, but it is understood the measure is expected to pass, despite strenuous opposition from publishers who have no radio affiliations and who have always fought any newspaper-radio alliance.

Officials of other news services which are already serving radio stations likewise refused to make any official comments on the possible results of AP's entry into the field. Off the record, however, they were unanimous in expressing the feeling that AP is going to find radio a far different proposition than newspapers and that it will be a long time before AP will be in a position to compete effectively with organizations that have been serving broadcasters with news for three or four years.

Situation Facing AP

It was pointed out that many stations have three and five-year contracts with their present sources of news; that the newspaper-radio rivalry in many cities would render the station unwilling to buy news from the paper or the paper to sell its news to the station; that in other cities one newspaper has an AP day wire and another paper an AP night wire and that a station affiliated with one of the papers would be unable to purchase from the other the necessary rights for full time news service. For, unlike UP, INS and Transradio, AP does not plan to sell its radio service from a central bureau, but rather to permit AP members to "make remunerative arrangements with advertisers for sponsored news broadcasts, such permission to involve additional AP assessments." In other words, each member newspaper would do its own selling of news to radio, whether to stations or sponsors. In spite of the wording of the letter it is believed that most sales would be made to stations, as few newspapers would try to sell advertisers a radio service instead of newspaper space.

Transradio Press Service, first news service for broadcasting stations, was organized on March 1, 1934, with UP and INS entering the field about a year later. BROADCASTING 1938 Yearbook Number shows 511 stations in the U. S. and Canada subscribing to news services as of Jan. 1, Transradio servicing 232 stations, UP 215, and INS 118, with 54 stations subscribing to more than one news service.

Since that date UP has added 29 stations to its list, 11 of them stations not previously subscribing to any news service: KLRA, WHFC, WBCM, WOCA, WBEN, WEBR, WDNC, KDLR, WAAT, WBAX, CHNC. Others are: WDZ, WLBC, KFJB, KGEZ, KRMC, KOIN, KALE, WDOD, WLAC, WCAX, KMO, KIT, KHQ, KGA, KGY, WEAU, CJOR, CJCB. UP on April 10 extended its direct radio wire into New Orleans, where it has just exchanged stations with Transradio, UP now serving WDSU and Transradio WSMB.

Oh Henry Using Nine

WILLIAMSON CANDY Co., Chicago (Oh Henry), started daily one-minute announcements on KFRC, San Francisco, April 4, making nine stations now carrying the schedule. Six stations in the North and West will go through the summer while three stations in the South will go off for the summer. Stations to continue are WBZ-WBZA WGY WTAM KOA WMAQ KFRC. Stations scheduled to go off for the summer are KTUL KOMA KRLD. John H. Dunham Co., Chicago, is agency.

Minimum Interference Asked by Paley

Seeks Longer Licenses; Opposes Plans for Regulation Of Programs and Limitation of Station Sales Prices

By WILLIAM S. PALEY*

RENDERS REPORT VIA RADIO

WILLIAM S. PALEY

NEARLY everyone in America is interested in broadcasting. For that reason I am addressing my annual report as president of the Columbia Broadcasting System to the listening public as well as to our stockholders.

These are days of confusion and doubt about the patterns many things should take and so I invite your attention to what has been achieved in American broadcasting by enlightened competitive private enterprise. I believe it is the judgment of most thoughtful people that in no other country and under no other plan of operation in the entire world has this new means of mass communication been used as effectively for the entertainment, the information and the education of a whole people.

In face of this record there has been an increasing degree of examination of the whole philosophy of the present system of broadcasting in America, and there have been a growing number of proposals that would, to my mind, cripple our operations in one way and another.

Telling the Facts

The broadcasters themselves are at fault for having failed to engage more generally in public discussion about the use of their medium. We owe it to the listener to tell him more frankly and fully about broadcasting so that he may be in better position to form his own judgments as these proposals are considered from time to time.

We know we are not perfect. We have profited by criticism and we shall continue to profit by it. It is only when one critic or another, to correct what he regards as a fault, proposes some approach to censorship, some measure that would weaken the whole structure of broadcasting, some effort to force everybody to hear what he thinks ought to be on the air, some mathematical formula for making programs good according to his own definition of good, that the broadcasters become disquieted.

Whether you are interested in the lighter side of entertainment, in classical things, in news, in public discussion, in education, or in all these things, you—the listener—are affected by every proposal of the kind I have just described. Our American system of broadcasting thus far has been developing as a stronger and stronger tool of democracy. Re-shaped in the name of reform, it could become a far different thing.

The broadcasting industry should unite on a definite program of service, of progress and of protection. Once it has such a program, the industry well may ask all political parties and all public spirited men and women to help make that program effective. The newly reorganized National Association of Broadcasters, designed now to be truly representative of all elements in the industry, may well be the instrument for accomplishing what I have just proposed.

Federal Regulation

Let me now, with nearly 10 years of very active life in broadcasting behind me, give my views on some of the things in broadcasting about which it seems to me there has been confused thinking. As you probably all know there is a Federal Communications Act. That act creates a Federal Communications Commission. That Commission in turn is empowered to license us to broadcast "in the public interest, convenience and necessity." The proposals which I first want to discuss in a general way are those types which, in their final and inevitable effect, would make the Congress or the Commission, by means of more and more regulation, the real determiner of what you shall hear on the air.

I have always believed that all sensible thinking about broadcasting must start with the knowledge that Federal regulation arose out of a single physical fact. I refer to the fact that the wavelengths over which we broadcast impinge upon each other and therefore they had to be policed to prevent interference which would spoil the listener's reception. To prevent this interference, the number of stations within the broadcast band had to be limited. Were it not for this necessary limitation of stations, there would be no more reason for a Federal commission to regulate broadcasting than there is for one to regulate newspapers or magazines or clothing stores or manufacturers of hardware.

Broadcasting, of course, should be subject to all legislation and regulation governing business in general. There are laws against indecency, fradulent advertising and the like, but if some new invention made the number of channels practically unlimited tomorrow, there would be no need for any special legislation or special regulation. This is true because this is what would happen: you would have all kinds of networks and all kinds of stations just as today you have all kinds of newspapers and all kinds of magazines.

So I repeat that all special regulation of broadcasting should start from the premise that broadcasting is regulated at all only because there cannot be an unlimited number of broadcasters. If this is true, it follows that regulation should be limited to the bare necessities of the case and should never go beyond that.

An Unpartisan Medium

By the bare necessities of the case I mean that since regulation arose out of the fact that facilities are limited, regulation should be devoted principally to making sure that facilities are used fairly and nonpartisanly. If this is done, the danger of monopoly, either through too great control of facilities by one group or because broadcasters themselves happen at some time to lean all in the same direction, will not exist. Later I shall try to show you that under our competitive private system program regulation is unnecessary. But first I want to develop my own conception of what I have described as the bare necessity of regulation.

The air has become one of our greatest mediums of public information and discussion. Subject to the limitations of program balance, it must remain so. Since this is true and since broadcasting therefore is bound to have an important effect on public opinion the Columbia Network has pledged itself not only to freedom of the air but to nonpartisanship and fairness of the air.

By freedom of the air we mean the right of any speaker to express his views, subject only to general laws and the laws of libel and slander, the rule that he may not seek to provoke racial or religious hatred and the ordinary limitations of good taste and the decorum appropriate to the homes of the nation.

By nonpartisanship we mean that broadcasting as an instrument of American democracy must forever be wholly, honestly and militantly nonpartisan. This is true not only in politics, but in the whole realm of arguable social ideas.

Freedom and Fairness

To put it another way, we must never have an editorial page, we must never seek to maintain views of our own, on any public question except broadcasting itself. Moreover, we must never try to further either side of any debatable question, regardless of our own private and personal sympathies. But, of course, I do not mean that any broadcaster as an individual may not on occasion express his own views on a controversial issue like any other citizen, governed by the principle of fairness which I mentioned a moment ago and which I am about to define.

By fairness we mean that no discussion must ever be one-sided so long as any qualified spokesman wants to take the other side. The party in power must never dominate the air. No majority must ever monopolize. Minorities must always have fair opportunities to express themselves.

These are doctrines to which we believe all broadcasters well may subscribe. I do not believe it would be amiss for the Commission if it has the power or the Congress, if the Commission does not have the power, to make adherence to these principles a prerequisite of having and holding a broadcasting license.

In advancing this thesis of freedom of the air, nonpartisanship of the air and fairness of the air, let me say that I do not believe these things in practice are difficult of determination.

I have said that I think there should be a minimum of regulation. I have explained why I believe that simple rules of fair practice would justify that such regulation be kept at a minimum. I ask you to keep in mind that the public itself has always the most swift and potent means of regulating broadcasting so long as the industry is competitive and so long as each individual listener has strength enough to snap a switch or twist a dial. If broadcasting in America improves

(*Continued on page 62*)

*Full text of statement to stockholders contained in annual report of CBS, read April 5 over the network by William S. Paley, CBS president.

BASEBALLERS—At the Edgewater Beach, Chicago, lined up plans at their April 10-11 session for the coming season. In photo at left are H. M. Dancer, vice-president of Blackett-Sample-Hummert; Frank H. Casey, Wadhams division, Milwaukee; C. S. Samuelson, General Mills account executive. Second from left are Henry Bellows, General Mills public relations director; William Harridge, president of American League; Ford Frick, president of National League. Pair in third picture are George N. Walker, Socony-Vacuum advertising manager and Frank Griffin, of J. Sterling Getchell. At right are Bill Brown, WHO, Des Moines; Conner Tunstall, White Eagle; Morgan Sexton, WCCO.

General Mills to Use 75 for Baseball

With Co-Sponsors, Will Spend $1,500,000 This Season

By HAL TATE

GENERAL MILLS, Minneapolis, reaffirmed its faith in sales results of baseball broadcasts when it announced at the second annual baseball announcers' conference April 10-11 at the Edgewater Beach Hotel, Chicago, that a million dollars would be spent again this year on the national sport.

Together with other sponsors with which it shares many of the games, a sum in excess of $1,500,000 will be spent during the diamond season by this group.

The General Mills budget will be spread over about 75 stations, the list being held down because of higher costs for game rights and station facilities. As before, Wheaties will be the main product promoted, but a new cereal, Corn-Kix, will be advertised on WTAD, Quincy, Ill., and WJSV, Washington, along with Wheaties.

Socony Doubles

Socony-Vacuum Oil Co., New York, found its baseball sponsorship so successful last year that it is doubling its appropriation, sharing with General Mills on 26 stations and sponsoring games on a total of 45 stations, including 13 Yankee stations. The 1938 budget is four times that spent in 1936, Socony's first use of baseball.

A heavy merchandising campaign is already under way. it was learned at the Chicago conference, with 300 dealer meetings involving 50,000 Socony dealers now taking place. Dealers will tie in with the broadcasts by giving out baseball schedules, score cards, Jumbo telegrams, and other promotional pieces. The Socony agency is J. Stirling Getchell, New York.

B. F. Goodrich Co., Akron (tires), which last year shared sponsorship with General Mills on five stations, in 1938 is sharing with General Mills on 20 stations, mostly in the West. Six of eight Pacific Coast teams will be co-sponsored this year by General Mills and Goodrich. Agency for Goodrich is Ruthrauff & Ryan, New York.

Procter & Gamble Co., Cincinnati, for Ivory soap, will enter the baseball field for the first time, sharing sponsorship with General Mills on two stations—WTAR, Norfolk, and KTOK, Oklahoma City—on a purely test basis. If successful P & G may use baseball on an extensive scale next year. Agency is Compton Adv. Inc., New York.

Other advertisers sharing sponsorship with General Mills are Atlantic Refining Co., Philadelphia (N. W. Ayer & Son), on WCBM, Baltimore; Coca Cola Distributing Co. of Dallas, on WRR, Dallas; Standard Oil Co. of Kentucky (one-third sponsorship) and General Mills (two-thirds) on WHAS, Louisville; William Simmons Brewing Co., Buffalo (one-sixth) and General Mills (five-sixths) on WGR-WKBW, Buffalo.

General Mills will conduct an extensive merchandising campaign this summer in conjunction with the ball games, it was disclosed at the April 11 session, which was under the chairmanship of S. C. Gale, director of advertising for General Mills. Speakers at the session were H. B. Groseth, General Mills merchandising executive; John Sarles, vice-president of Knox Reeves; G. Cullen Thomas, vice-president of General Mills, and Secretary Bing of the Council on Foods of the American Medical Association, who discussed American Medical Society standards for commercial copy.

Player Testimonials

Many major league baseball players were signed during the winter by General Mills as a result of a 1937 General Mills survey in eight major markets showing that testimonial advertising was successful. The testimonials will be interwoven in the Wheaties' commercials. No player was signed who was not actually a Wheaties' eater, it was stated. If a player becomes an ex-Wheaties eater, it was added, notices will be sent to the announcers not to use his name in testimonials since General Mills insists that testimonials be authentic.

Special sales will be conducted by grocery stores in cities where baseball broadcasts are carried. For instance, at various times during the summer just before a baseball team returns to its home city, stores will run a "Welcome Home Sale," which will be heavily exploited on the air. The stores will display large colored posters. In Chicago the posters will read, "Your Grocer Says Welcome Back Cubs. Home Games April 22-24 and 28-29 at Wrigley Field." In smaller type, this appears: "When you can't go to the game, listen to the broadcast over station WBBM." Wheaties are advertised on the poster, with: "Sale—2 packages for —c" and "Wheaties with milk or cream or fruit."

For the Grocer

Grocers buying multiple-case lots of Wheaties will be rewarded with a "Wheaties-Gram", an ad lib announcement of the grocer's name and address, calling attention to his Wheaties display. Telegrams from store owners were tried in 1937, but ad-lib announcements were found more successful.

Knox Reeves again will send out a promotional piece to announcers, which will contain pictures, news notes and merchandising ideas. Called *Ad Liberties* it will be published under the direction of Ken Pottle, account executive. *Ad Liberties* will come out every two weeks instead of every three, as was the case last year.

"Building baseball attendance with broadcasts" was the theme of the opening session April 10, which was in charge of George Trautman, president of the American Association. Speakers were: George Higgins, WTCN, St. Paul; Charlie Jordan, WRR, Dallas; Arch McDonald, WJSV, Washington. Two umpires, Ernest C. Quigley and Emmet Ormsby, spoke on "Calling the Close Ones", and "How to Umpire," respectively, while Al Schacht, comedian, spoke on "Inside Baseball." Edgar G. Brans, editor of *Sporting News*, baseball trade paper, commended the stations for arousing interest of fans by training camp broadcasts.

Donald Davis, president of General Mills, emphasized the three-way responsibility of sports announcers—baseball, stations and sponsors—pointing out that all must benefit from baseball broadcasts if they are to be successful. He said radio will play an im-

ORATORS—At the Chicago baseball meeting were Donald Davis (left), president of General Mills, and Bill Slocum, baseball contact man of General Mills and former baseball writer for Hearst newspapers.

BASEBALL—Was the topic of the day for two days at the Edgewater Beach. Here (left) are Luther Wood, Ruthrauff & Ryan and F. T. Tucker, Goodrich. At right are Wayne Hunt, Knox-Reeves, and R. W. Heizer, who attended as representative of J. Sterling Getchell.

portant part next year when baseball celebrates its 100th anniversary. He predicted that 1938 would determine the course of baseball broadcasts for the next few years.

Mr. Davis praised the co-sponsorship idea by saying that otherwise it would not be possible for General Mills to broadcast so many games.

As last year, Knox Reeves will have three men acting as contact men between the flour firm and the stations. They are Lloyd Griffin, who will cover the central territory; Jim Kelley, the southeastern, and Brad Robinson, the eastern. Bill Slocum, veteran Hearst sports writer, has been appointed baseball contact man by General Mills. He is designated as "liaison officer be-

(*Continued on page 72*)

AGENCY OFFICIALS
And Sponsor Executives at Baseball Session

PROMINENT agency and advertising executives attended the second annual baseball announcer's conference held at Chicago April 10-11 by General Mills and co-sponsors of 1937 diamond broadcasts. They were:

General Mills—Don D. Davis, president; S. C. Gale, director of advertising; G. Cullen Thomas, vice-president; C. S. Samuelson, advertising manager of grocery products division; Henry A. Bellows, director of public relations; Bill Slocum, sports director.

Socony-Vacuum Oil Co.—George N. Walker, advertising director; F. H. Casey, advertising manager, Wadham's division, Milwaukee; Roy B. Dill, advertising manager Lubrite division, St. Louis; J. H. Pickett, White Eagle division, Kansas City; C. E. Sears, advertising manager, White Star division, Detroit; Connor Turnstall, advertising manager, White Eagle division, Kansas City; Walter H. Ware, Lubrite division, St. Louis.

B. F. Goodrich Co. and Procter & Gamble Co.—W. L. Lingle.

Knox-Reeves Adv. Inc.—Wayne Hunt, president; John H. Sarles, vice-president; K. P. Torgerson, secretary and radio time buyer; Bradbury Robinson, radio director; Haak B. Groseth, merchandising executive; Ken Pottle, account executive; Lloyd Griffin and James T. Kelley, radio contact men.

Rawson-Morrill—Charles A. Rawson, president and treasurer.

J. Stirling Getchell—C. A. Snyder, account executive; Frank R. Griffin, vice-president; R. W. Heizer, Detroit manager; L. O. Holmberg, Chicago manager.

Ruthrauff & Ryan—Luther H. Wood, account executive.

Compton Adv. Inc. — R. D. Holbrook, account executive.

Blackett-Sample-Hummert—H. M. Dancer, vice-president.

Scott-Telander Adv. Agency—Harry H. Scott, partner.

Gulf Starts Discs

GULF OIL Corp., Pittsburgh (Spray insecticide), on May 16 will start a series of quarter-hour transcriptions on about 30 stations, mostly in the South. Cut by Associated Recorded Program Service, the discs will probably be heard two days a week. Agency is Young & Rubicam, New York.

Stations, Announcers and Sponsorship of 1938 Baseball Season . . . . . .

WJW, Akron—William D. Griffiths; General Mills ½, Socony-Vacuum ½; Akron Middle Atlantic League games home and away.

WABY, Albany, N. Y.—Grenfell Rand, J. S. Herrick Jr.; General Mills; Albany Eastern League games, away.

WATL, Atlanta — Maurice C. Coleman; General Mills 2/3, Goodrich 1/3; Atlantic Southern Association games away.

WAGA, Atlanta—James Gibson; General Mills 2/3, Goodrich 1/3; Atlantic Southern Association games home.

WCBM, Baltimore—Granville Lee Davis; General Mills ½, Atlantic Refining ½; Baltimore International League games home except Sundays and holidays.

KVOS, Bellingham, Wash.—William Healy; General Mills ½, Goodrich ½, Bellingham Western International games home and away.

WGR-WKBW, Buffalo — Roger Baker; General Mills 5/6, William Simons Brewing 1/6; Buffalo International League games home and away.

WAPO, Chattanooga, Tenn.—Thomas K. Nobles; General Mills ½, Goodrich ½; Chattanoga Southern Association games away and home resume.

WBBM, Chicago—Charles C. Flanagan; General Mills ½, Socony Vacuum ½; Chicago American and National League games home.

WIND, Chicago—Russell Hodges, James Dudley; General Mills; Chicago American and National League games home.

WSAI, Cincinnati—Walter Barber; General Mills ½, Socony Vacuum ½; Cincinnati National League games home and away except Sundays.

WCPO, Cincinnati — Harry Hartman; General Mills ½, Socony Vacuum ½; Cincinnati National League games home and away except Sundays and holidays.

WCLE, Cleveland—Jack Graney; General Mills ½, Socony Vacuum ½; Cleveland American League games home and away except Sundays and holidays.

WBNS, Columbus—John F. Neblett; General Mills ½, Socony Vacuum ½; Columbus American Association games home and away except Sundays and holidays.

WRR, Dallas—Charles B. Jordan; General Mills ½, Coca Cola ½; Dallas Texas League games home and away.

WHIO, Dayton—Walter Barber; General Mills ½, Socony Vacuum ½; Cincinnati National League games home and away except Sundays (rebroadcast from WSAI).

KLZ, Denver—Jack Fitzpatrick; General Mills and Socony Vacuum; rebroadcast of Chicago National League and other major league games home and away.

Iowa Network, Des Moines (KRNT, KMA, WMT, WNAX, KFAB) — Harry Johnson, Eugene Shumate; General Mills and Socony Vacuum; St. Louis and other major league games home and away.

WHO, Des Moines—William H. Brown; General Mills ½, Socony Vacuum ½; Chicago National League and other Major League games home and away.

KDAL, Duluth—Bill Harrington; General Mills ½, Goodrich ½; Duluth Northern League games home and away.

KFJM, Grand Forks, North Dakota—Elmer O. Hanson; General Mills; Grand Forks Northern League games home and away.

KXBY, Kansas City, and WREN, Lawrence—Walt Lochman; General Mills.

WIRE, Indianapolis—Norman Perry; General Mills ½, Socony Vacuum ½; Indianapolis American Association games home and away except Sundays and holidays.

WJAX, Jacksonville, Fla.—Jack Rathbun; General Mills ½, Goodrich ½; Jacksonville South Atlantic League games home and away plus 25 resumes.

KBTM, Jonesboro, Ark.—Dick Altman; General Mills; St. Louis National League games home.

KLRA-KGHI, Little Rock, Ark.—Benny Craig; General Mills ½, Goodrich ½; Little Rock Southern Association games KLRA away play by play KGHI home resumes.

WHAS, Louisville—William A. Stout; General Mills 2/3, Standard Oil of Kentucky 1/3; Louisville American Association games home and away except Sundays and holidays.

KXBY, Kansas City—Walton Lochman; General Mills ½, Socony Vacuum ½; Kansas City American Association games home and away except Sundays and holidays.

WNOX, Knoxville, Tenn.—Lowell Blanchard; General Mills 2/3, Goodrich 1/3; Knoxville Southern Association games home and away except home Sundays.

KFAC, Los Angeles—Mike Frankovitch; General Mills ½, Goodrich ½; Hollywood and Los Angeles games home.

WISN, Milwaukee—Alan Hale; General Mills ½; Socony Vacuum ½; Milwaukee American Association games home and away except Sundays and holidays.

WCCO, Minneapolis—Morgan Sexton; General Mills ½, Socony Vacuum ½; Minneapolis American Association day games home and away.

WMIN, Minneapolis—Morgan Sexton; General Mills ½, Socony Vacuum ½; Minneapolis American Association games home and away (rebroadcast from WCCO).

WHN, New York—Joseph Bolton; General Mills ½, Socony Vacuum ½; Jersey City International League games home and away except Sundays and holidays.

WNEW, New York—Earl Harper; General Mills ½, Socony Vacuum ½; Newark International League games home and away except home games Sundays and holidays and some night games.

WTAR, Norfolk, Va.—Victor H. Lund; General Mills ½, Procter & Gamble ½; Norfolk Piedmont League games home and day games away, night game reconstructions.

KTOK, Oklahoma City—General Mills ½, Procter & Gamble ½; Oklahoma City Texas League games home and away.

KROW, Oakland, Cal.—Herb Allen; General Mills ½, Goodrich ½; Oakland Pacific Coast League games home and away.

WCAU, Philadelphia—William Dyer; General Mills ½, Socony Vacuum ½; Philadelphia National League games home plus special broadcasts.

KDKA, Pittsburgh — Rosey Rosswell; General Mills, co-sponsor indefinite; Pittsburgh National League games away.

KEX, Portland, Ore.—Holly Truitt; General Mills ½, Goodrich ½; Portland Pacific Coast League games home and away.

WTAD, Quincy, Ill.—Mac Dill; General Mills; St. Louis National League and other Major League games.

WHAM, Rochester, N. Y.—Harry McTigue; General Mills ½, Socony Vacuum ½; Rochester International League games home and away except home Sundays and holidays.

KMOX, St. Louis—France Laux; General Mills ½, Socony Vacuum ½; St. Louis National and American League home games except Sundays and holidays.

WTCN, Minneapolis—George Higgins; General Mills ½, Socony Vacuum ½; St. Paul American Association games home and away except Sundays and holidays.

KGO, San Francisco—Ernie Smith; General Mills ½, Goodrich ½; San Francisco Pacific Coast League games home and away.

WTOC, Savannah, Ga.—Windy Herrin; General Mills ½, Goodrich ½; South Atlantic League games away, home resume.

KRSC, Seattle—Leo Lassen; General Mills ½, Goodrich ½; Seattle Pacific Coast games home and away.

KWKH, Shreveport—Jerry Bozeman; General Mills; Shreveport Texas League games home and away.

KGA, Spokane—Harry Lantry; General Mills ½, Goodrich ½; Spokane Western International League games home and away.

WSYR, Syracuse—Edward N. Stemmler; General Mills ½, Socony Vacuum ½; Syracuse International League games home and away.

KMO, Tacoma, Wash.—Harry Jordan; General Mills ½, Goodrich ½; Tacoma Western International League games home and away.

WSPD, Toledo—Cornelius J. Desmond; General Mills, ½, Socony Vacuum ½; Toledo American Association games home and away except Sundays and holidays.

KTUL, Tulsa—Edward F. Gallaher; General Mills ½, Goodrich ½; Tulsa Texas League games home and away.

WJSV, Washington—Arch McDonald; General Mills; Washington American League games home and away.

KPQ, Wenatchee, Wash. — Patrick Hayes; General Mills ½; Goodrich ½; Wenatchee Western International League games home and away.

KIT, Yakima, Wash.—Art Cheyne; General Mills ½, Goodrich ½; Yakima Western International League games home and away.

WESTERNERS—Among announcers who attended the baseball announcing conference held recently in Los Angeles were: Front row (l to r) Art Gleeson, KEX, Portland, Ore.; Mike Frankovich, KFAC, Los Angeles; Herb Allen, KROW, Oakland; Ernie Smith, KGO, San Francisco, all slated to handle games for Goodrich and General Mills. In the back row are Goodrich West Coast executives, E. E. Turnbull, F. E. Titus, R. F. Wood, A. D. Gardner.

Independents and AFM Await Meeting

Disc Negotiations Also Are Delayed Pending Agreement

ALL'S QUIET in broadcasting-musician relations at the moment, with everyone waiting for April 20, when the committee for the nonnetwork stations is scheduled to meet with the International Executive Board of the American Federation of Musicians. Negotiations between the makers of phonograph records and transcriptions and the AFM have been temporarily halted, since their future course cannot well be determined until the union and the nonnetwork broadcasters reach an agreement.

If independent stations whose incomes are large enough to permit employment of live musicians will agree to contracts with the AFM on the pattern established by the network affiliates, the transcription license problem will adjust itself automatically, according to Joseph N. Weber, AFM president. Chief cause of disagreement between the union and the transcription group has been the refusal of the latter to accept the boycott clause in the present license form, forbidding the shipment of discs to stations on the AFM unfair list.

Lawyers for the transcription makers say that signing contracts containing this provision would render the signers liable for heavy damages and jail sentences, although AFM attorneys say there is nothing illegal about it. However, with all independents as well as all network stations signed to AFM contracts the musicians would no longer need this protection and could drop the clause from their transcription licenses, which would then be acceptable.

Suits or Service

But if the independents refuse to meet the AFM terms the musicians will not willingly discard their one means of forcing these recalcitrant stations into line and the transcription companies it is stated, will be forced to decide between taking their chances on defending suits from stations to which they will refuse service or giving up their union musicians, which in most cases would mean going out of business.

As there is nothing that can be accomplished until the nonnetwork broadcasters have acted, the transcription group has not met with the AFM since the convention of the independent broadcasters in New York last month and does not plan any meeting before the get-together of the AFM board and the independent committee April 20.

Similarly, the makers of phonograph records have no further meeting scheduled with the AFM. At their last session on March 31, the two sides were still disagreeing on the boycott provisions, which as in the case of the transcribers an agreement between union and independent stations would eliminate, so far as radio is concerned. However, the phonograph record companies also furnish their discs to restaurants, bars and other places for use in coin-operated machines and the union believes some of these establishments would employ live musicians if the records were not available. Agreement by the record firms to act on union complaints, and the fact that only a very few places in which coin machines are installed could possibly employ live musicians, however, lead both sides to feel that this problem could be settled without difficulty, so here again the main consideration to further negotiations is what action the nonnetwork broadcasters decide to take.

Since the convention the committee for the independents has sent letters to all stations not affiliated with the major networks urging them to fill out and send in the questionnaires so the committee will have the data necessary for presentation to AFM at its meeting. Replies are coming in rapidly, it was stated, and the committee hopes that before April 20 it will have sufficient information to enable it to begin working out an equitable agreement with the musicians. NAB is financing the independents' negotiations.

Phonograph Plugs

Another question to be considered by the AFM board following its sessions with the broadcasters is the use of phonograph records for advertising purposes. Manufacture of such discs, which would contain short sales copy in addition to the usual music, was planned by Trans-Electra Corp., which through its subsidiary, National Phonographic Network, claimed contracts for the placement of its commercial records in more than 100,000 coin machines. Several weeks ago the board stated its opposition to the venture and ordered the New York union, Local 802, not to record any such discs. Upon application from officers of the company, however, the AFM board agreed to listen to a presentation of their case and a meeting is set for April 2[illegible] Trans-Electra executives told BROADCASTING they believe the union will change its ruling after they have presented their side of the story.

Meanwhile the committee of the Independent Radio Network Affiliates is rounding up stragglers whose contracts were not signed at the time of the general exchange between them and the union last month. Twelve more contracts were exchanged last week and the committee hopes to complete its task within the month.

As soon as the radio negotiations are concluded AFM will begin its long scheduled attack on the motion picture industry, where it likewise hopes to do away with certain "unfair" practices with a resulting increase in employment of AFM members. The question will undoubtedly come up for consideration before the AFM board adjourns.

Office Boy Glory

SO POPULAR have talks on radio by staff members of KDYL, Salt Lake City, become that one day recently all available staff members were engaged to speak before different community groups at the same time. In the emergency, Ray Shafer, office boy of KDYL, rushed to address a meeting of school boys and was so well received that he's signed for a repeat engagement.

New Orleans Settlement Is Believed to Be Near

NEW ORLEANS, chief trouble spot in IRNA-AFM negotiations, with the two NBC stations (WSMB and WDSU) holding out and only CBS's WWL signed with the AFM local, was believed about ready to fall into line as this issue of BROADCASTING went to press. Following a visit to the city by John Norton, of NBC, and Fred W. Birnbach, of AFM, a contract was drawn up between the local union and WSMB that was satisfactory to Harold Wheelahan, station manager, and it was expected to be signed by E. V. Richards, station owner, on his return from Nassau. Once WSMB has signed, WDSU is expected to follow suit, according to executives at AFM's national headquarters in New York, who dismissed reports of a strike against WDSU as greatly exaggerated. The station does not at present employ any AFM members, so the most the union could do would be to cut off remote pickups from local dance bands. Possibilities of NBC being asked to refuse network service to WDSU were remote, it was stated, as difficulties are expected to be settled locally within the week.

Raymer to Chicago

PAUL RAYMER, station representative, has moved headquarters from New York to Chicago and will take charge of that office, replacing Ed Bowers, resigned, Fred Brokaw remains to direct the New York office.

Independents' Committee Studies Meeting Plans

GRATIFIED over the returns received from independent stations on the questionnaire to be utilized in connection with negotiations with the American Federation of Musicians, the committee representing independent broadcasters met in Washington April 11 to discuss plans in connection with the conversations to be resumed April 20 and to examine the some 200 returned questionnaires. The NAB board of directors, at its last meeting, authorized retention of counsel for the independent group and also is paying running expenses of the committee.

At the sessions were Harold A. Lafount, former member of the old Radio Commission, representing WAGA, Atlanta, and other stations with which he is associated; Frank Smith, WWSW, Pittsburgh; H. B. McNaughton, WTBO, Cumberland, Md.; C. Alden Baker, WRNL, Richmond; Stuart Sprague, New York attorney, counsel for the group. The committee chairman, C. Lloyd Thomas, WROK, Rockford, was unable to be present but will call the committee together in New York on April 18, preparatory to the discussions with President Joseph N. Weber of AFM.

NATIONAL Retail Druggists' Assn. has designated May 15-21 as "First Aid Week" and is inviting the cooperation of radio advertisers whose products are in that field. Sustaining programs are also planned.

Limit on Earnings Urged By New York Musicians

ABOUT 3,500 members of New York local 802, American Federation of Musicians, met April 11 to vote on the proposed amendment to Article 10 of the Federation's by-laws which would prohibit members taking free-lance assignments after they have earned $54 weekly. The plan was defeated by membership vote, but still awaits the decision of Judge Ernest Hemmer, who is considering an application for injunction brought by 11 AFM members [BROADCASTING, March 1]. If the legality of the amendment is upheld by the court, it will be incorporated into the AFM rules, and will be dropped otherwise.

A less drastic means of spreading earnings over the membership was adopted, limiting the number of days musicians may work. Salaried musicians making $54 for a five-day week may not work on the other two days; those working six days may not take jobs on the seventh day; and musicians employed on a seven-day weekly schedule will try to shorten their week to six days.

AGRAP-WJSV Parleys

NEGOTIATIONS for an increased wage scale based on the length of service were going forward in Washington, April 11, between American Guild of Radio Announcers & Producers and A. D. Willard Jr., manager of WJSV, CBS outlet. The present AGRAP contract which expires July 1 contains no wage scale agreement and specifies a $40 per week minimum with a 40-hour week for all regular announcers. It is understood that officials of WJSV are contending that merit rather than length of service should control wages. WJSV employs six regular announcers, all AGRAP members.

CONTROL of WHDF, Calumet, Mich., would be transferred from A. L. Burgan, banker, miller and mine operator, to the *Houghton* (Mich.) *Mining Gazette* under an application filed with the FCC. Mr. Burgan now owns 57.5% of the stock in Upper Michigan Broadcasting Co., licensee, while William G. Rice, publisher of the newspaper, owns 27%. The new control would be effected through transfer of 333 shares of common.

REULT . . .

in the Early Morning

WLS has long been distinctive for its *responsive* early morning audience. 13,436 listeners wrote recently, in a period of two weeks, responding to a program broadcast at 6:45—*in the morning!* 11% of them were from Metropolitan Chicago.

The above further verifies a fact—long known to WLS—and from which many WLS advertisers have profited—that WLS has a tremendous early morning audience—that will respond—and buy.

On the air at 5:30 each morning, WLS has established some of its most successful records for advertisers in those early morning hours. It's a family audience—receptive—eager—and loyal to WLS. And loyal listeners make advertising results. WLS *Gets Results!*

WLS

50,000 Watts

Clear Channel!

THE PRAIRIE FARMER STATION, CHICAGO

Burridge D. Butler, *President* — Glenn Snyder, *Manager*

National Representatives: **International Radio Sales**

New York — Chicago — Detroit — Los Angeles — San Francisco

Propaganda Poisons the European Air

Ether Warfare Waged Fiercely as The Nations Strive for Power

By CESAR SAERCHINGER

NOW THAT dictator countries are bombarding the ether with propaganda and the U. S. Government is taking steps to offset it by international broadcasts, the time is ripe to compare European and American systems of broadcasting. No man is better qualified to examine the European system than Cesar Saerchinger, former director of European radio for CBS and a veteran foreign correspondent for American newspapers. From his recent book *Hello America* [Houghton-Mifflin Co., Boston, $3.50] BROADCASTING reprints the chapter on radio's development in Europe, its social and political implications. For those who like stories of scoops between keen competitors for international broadcasts, Mr. Saerchinger's book will provide as many thrills as any of the books of journalistic reminiscence currently in vogue.

IN ANCIENT times, when warring tribes met on the field of battle, their leaders went forth to challenge the enemy with opprobrium. The fiercer the champion's defiance, the more contemptuous his insults and the more bombastic his boasts, the more warlike would be the spirit of his followers and the fiercer the enemy's hate, until at last their armies would join in combat, to show that actions speak louder than words.

Mr. Saerchinger

With the introduction of firearms, actions spoke not only louder but faster; and with the invention of strategy the leader's life became too valuable to be risked in the front line. The warrior-challenger became obsolete, so the recriminations had to be carried on by diplomats or newspaper editors, reaching their mark with much troublesome delay.

But with the invention of radio, the old-time champion has come into his own once more. Instead of going out into the field and shouting himself hoarse, he or his minions may sit comfortably at a microphone and let their voices go forth to their own people to work up pride, and to the enemy to demoralize his ranks. There is just one difference: in the old days the people who did the talking had to make good their talk; nowadays, those who order the talking done can send others out to risk their lives.

Is Europe's Air Free Or Speech-Poisoned?

If anyone thinks that this interpretation of history is merely facetious, let him sit at any good radio set in Europe, preferably one that will tune to both long and short waves. At various times of the day and evening, right into the night, he can hear from many countries what is usually announced as 'news', given very accommodatingly not only in the language of the country but in languages which foreigners understand, notably English, Spanish, and French. The reason for this solicitude toward the foreigner becomes clear only when one compares the news of some important event—say a battle in China or the sinking of a merchantman in the Mediterranean — as given by the radio interpreters of the different countries. It soon becomes apparent that their interpretations are just the subtle modern equivalent for the opprobrium of the past.

And as for the boasts? We have a longer word for them now, commensurate with their greater sophistication and variety, but fundamentally the meaning is the same. The word is Propaganda.

Broadcast propaganda, both national and international, economic and political, is the bane of European radio today. The European ether is suffused with excellent things — beautiful music, drama, ethics, and poetry—but all this is shot through with propaganda, just as American radio is shot through with advertising. Only, while you can always detect advertising, the cloven hoof of propaganda is often more subtly concealed.

Before we examine the various kinds of propaganda, and hostile broadcasting generally, it is well to be clear about who 'owns' the European air. At the risk of repetition, let us summarize thus: Out of 30 European national broadcasting systems, 13 are State-owned and operated, nine are government monopolies operated by autonomous public bodies or partially government-controlled corporations, four are physically operated (engineered) by the government and privately serviced as to programs, while only three are privately owned and run. In two countries (France and Yugoslavia) government and privately-owned companies exist side by side.

Nonpolitical Talks Are Also Censored

But all these organizations, whether government or private, are under more or less rigorous state supervision as to their policies. In 15 of them (including the Vatican City, which is nonpolitical) political broadcast matter is forbidden outright, except that which is broadcast by the Government or at its behest. This, it is needless to add, includes all the authoritarian countries, as well as some others, including Germany, Italy, the U. S. S. R., Austria, Bulgaria, Estonia, Finland, Hungary, Danzig, Poland, Portugal and the Irish Free State. In at least two more countries, namely, Czechoslovakia and Yugoslavia, all political controversial talks are censored by the State, and in most other countries, democratic or otherwise, some sort of censorship is exercised by the broadcasting officials themselves, though in most cases simply by the standards of law and good taste.[1]

In Great Britain all supervision is suspended during election campaigns, and the same is true of some other democratic countries. Turkey—a phenomenon in this respect—boasts a total absence of supervision, but considering the undeveloped state of radio in that dictatorship, the boast need not be taken too seriously.

Even nonpolitical talks are subject to one kind of control or another. Aside from the state-operated organizations, some, such as the Czechoslovakian and Yugoslavian, must submit *all* manuscripts to government censorship, and in many cases there is a direct control of the actual words as they are spoken over the air. Far from regarding it as a disadvantage, most countries seem to approve of all this supervision and control.

Broadcasting officials are glad to escape responsibility, both internally and especially vis-a-vis their foreign colleagues. Commendatore Gino Montefinale, radio chief of the Italian Ministry of Communications, giving his expert opinion to an international committee,[2] made a point of saying that Italian radio programs are 'rigorously controlled by the State' that even economic and financial news must be previously submitted to the government, and that 'nobody is allowed to speak before the microphone of the Italian stations unless the E.I.A.R. has previously obtained government permission.'

It would seem, then, that there is precious little freedom on the European air. In the authoritarian states we know that the motive of control is political, and the object is the total elimination of opposition or criticism of the government, the country, and its institutions; further than that, the elimination of favorable comment on certain other countries and their institutions, acts and policies —in short, complete dictation for nationalistic ends.

On the other hand, in democratic countries such as the Scandinavian kingdoms, even State control does not necessarily mean the abrogation of free speech, any more than the state operation of posts and telegraphs necessarily means the censorship of communications. Denmark, for example, has a state-owned and operated broadcasting system, yet the control exercised over speakers is wholly on the basis of decency and good taste.

Importance of the IBU To Continental Radio

Norway considers that all propaganda, whether political or religious, is out of place on the air; hence the only political speeches allowed are those at election time. The BBC, through its license arrangement with the British Post Office, is subject to a certain amount of parliamentary control. Yet there is no greater liberality anywhere in Europe when it comes to the broadcasting of controversial matter. Speakers from the extreme right to the extreme left, including Fascist and Communist, have had access to the microphone; though, as in the United States, one opinion must be balanced against another if violent protest and attack are to be avoided.

But in the last analysis the air belongs to the governments, and it is the policies of the governments which determine the degree of freedom, or otherwise. In dictatorship countries and in countries living in the shadow of dictatorship, freedom in the air does not exist.

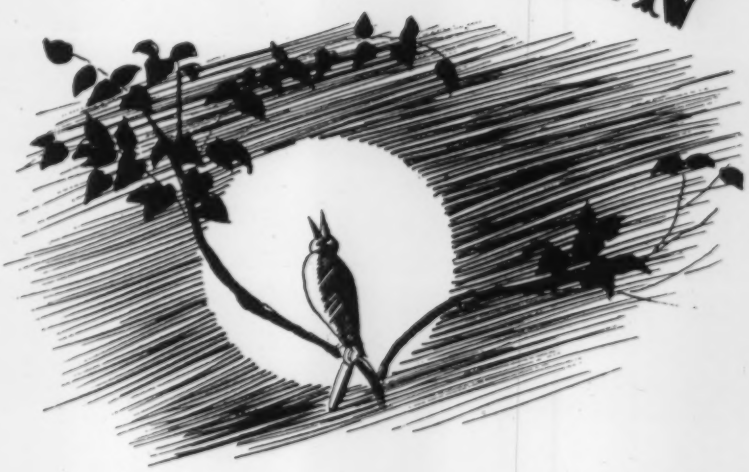
So much for 'internal' broadcasting subject to internal laws and regulations and policies. But strictly speaking no exclusively internal broadcasting exists. No way has yet been discovered by which ether waves can be restricted in their radius so as to conform, even remotely, to the eccentric boundaries of

(*Continued on page 64*)

[1] Holland, one of the 11 'free' countries, is a curiosity. This little country contains five broadcasting organizations (not counting the short-wave service to the colonies) and two of these, owned respectively by the Catholics and the Socialists, permit political speeches favoring their own parties and principles only.

[2] The Committee on Intellectual Cooperation, studying the question of broadcasting in the cause of peace.

RHYME--WITH REASON



Come—rest, you weary gentlemen,
And ladies likewise weary.
If you dismay this April day
Drop us a *hasty* query.

Consider WOR's recordings
Priced as sweet as slumber;
True of line . . . so extra fine
And made in *any* number.

For what avails the summer rose;
The ball park's knotted boardings,
If to your ear the sour notes rear
From not-so-good recordings?

O, clip this ad and hold it;
Place it top among your hoardings,
For come the day you'll surely say:
"Make *mine* WOR recordings!"

You'll rest, you weary gentlemen
And save your purse and coffer,
When kin and kith you pleasure with
The job *we* have to offer.

FREE . . . Write today for your copy of "A Matter of Record," an interesting booklet describing the various services offered by WOR Recording Service and the very reasonable cost at which they can be had.

WOR

ELECTRICAL TRANSCRIPTION AND RECORDING SERVICE

1440 Broadway, New York

NBC Proved Most Profitable Of RCA Companies Last Year

Provided $41,000,000 or 36% of Gross Income in 1937, According to Report by David Sarnoff

NET PROFITS of $3,700,000 were earned by NBC during 1937 on a gross of $41,000,000, it was divulged April 5 by David Sarnoff, president of RCA and chairman of the board of NBC, at the annual RCA stockholders' meeting. Although this figure is not shown as a separate item in RCA's financial statement, NBC being a wholly-owned subsidiary, Mr. Sarnoff disclosed it in answer to a query from the floor.

According to his statement, NBC was the most profitable of all RCA companies last year, even surpassing RCA Mfg. Co., which he stated contributed slightly more than $3,000,000 to the net profit column. Comparisons with preceding years were not made available, but it is understood the 1937 net earnings of NBC exceeded those of 1936. The NBC net accounted for approximately 40% of RCA's entire net for the year and for 36% of the parent company's entire gross.

Answering another stockholder's question about the FCC network investigation, Mr. Sarnoff stated that RCA welcomed this inquiry and would do all in its power to cooperate. At present, he said, NBC is collecting data for the Commission's questionnaires, and added the company is proud of its record and has nothing to conceal. With respect to superpower broadcasting, he said if the FCC extends the licensing of 500,000-watt stations throughout the country, NBC hopes to participate, having filed an application for this power for WJZ, New York.

Increase in Gross Income

Gross income from all sources of RCA and subsidiaries during 1937, according to the company's balance sheet made public the same day, amounted to $112,639,497, which compares with $101,186,310 in 1936, $89,228,898 in 1935, $78,756,993 in 1934 and $62,333,496 in 1933.

Net income for the 1937, after operating costs, development, selling and administrative expenses, amounted to $15,421,776, an increase of $3,957,617, or 34.5%, over 1936. Deductions for interest, depreciation, amortization of patents, goodwill and Federal income tax amounted to $6,396,918, an increase of $1,088,695 over 1936—this increase being accounted for almost wholly by the increase in Federal income tax from $1,137,100 for 1936 to $2,117,300 for 1937.

Net profit for the year was $9,024,858, which compares with $6,155,936 in 1936, $5,126,872 in 1935 and $4,249,263 in 1934. After dividend payments, earned surplus as of Dec. 31, 1937, amounted to $16,528,905.

Mr. Sarnoff reported to the stockholders that RCA in January sold its holdings in Canadian Marconi for $1,725,000 cash, realizing a net profit on the sale of $719,000. RCA has also sold its stock holdings in Japanese communications fields, he added, so that today approximately 94% of its investments are in the United States in line with its policy of concentrating investments in the domestic field.

First-quarter 1938 operations were profitable, Mr. Sarnoff reported, but the figures are not yet available. Referring to the business situation, he said "the various divisions of our company are sensitive to the same influences which promote or retard business generally throughout the United States." He intimated that profits so far this year will be down somewhat, however, due to "the steep decline during recent months in the nation's volume of business."

Facsimile Progress

With respect to RCA's research program, Mr. Sarnoff reported that the two most important products of radio research now in the advanced stages" are facsimile and television.

SONG IN SUDS—Acoustics were terrible but echo was fine when Dave Baylor, announcer of WGAR, Cleveland, demonstrated how to sing from a ceramic-lined chamber, using facilities of the Hotel Statler for the broadcast.

"Various broadcasting stations will shortly commence experimental transmission by facsimile of news bulletins and pictorial material to a limited number of receivers in their local areas," he said. The RCA Mfg. Co. is now building facsimile transmitters and several hundred receivers which have been ordered by independent broadcasting stations for this purpose. The fundamental technical problems of facsimile have been solved, and the immediate question is largely that of determining useful and self-supporting services for the medium.

"While the technical and economic problems of television are far more complicated, progress towards their solution continues to be made. Television pictures are larger, sharper, and more brilliant than a year ago, due to marked improvements in both transmitting and receiving apparatus. Developments now under way look toward the acceptance by the industry of definite technical standards, which must be established before any public television service is practicable.

"Meanwhile, the NBC is continuing its study and experiments with television programs, both inside and outside the studio. The new NBC mobile television unit, the only apparatus of its kind in the United States, is being tested on outside pickups. This is an all-important field for experiment, since on-the-spot pictures of news events are certain to furnish one of the most useful and popular services of television."

The board of directors of RCA will remain unchanged, the four directors whose terms expired being reelected for another three-year period. These are Arthur E. Braun, John Hays Hammond Jr., Edward W. Harden and Mr. Sarnoff. Other directors of RCA are Cornelius N. Bliss, Bertram Cutler, Edward J. Nally, James R. Sheffield, DeWitt Millhauser, Edward F. McGrady, Charles G. Dawes, Gano Dunn and Maj. Gen. James G. Harbord (chairman of the board, who was absent representing RCA at the World Radio Conference in Australia).

RCA ANNUAL STATEMENT

Income and Surplus for Year Ended Dec. 31, 1937

GROSS INCOME:		
From Operations	$111,852,875.83	
Other Income, including Interest and Dividends from Investments	786,621.95	
TOTAL GROSS INCOME FROM ALL SOURCES		$112,639,497.78
Less: Cost of Goods Sold, General Operating, Development, Selling and Administrative Expenses		97,217,721.45
NET INCOME FOR THE YEAR (before Interest, Depreciation, Amortization of Patents, Goodwill and Federal Income Taxes)		$ 15,421,776.33
Deduct:		
Interest	$ 301,829.63	
Depreciation (Note 1)	3,067,788.57	
Amortization of Patents (Note 2)	600,000.00	
Amortization of Goodwill	310,000.00	
Provision for Federal Income Taxes—		
Normal Income and Excess Profits Taxes $2,071,300.00		
Surtax on Undistributed Profits 46,000.00	2,117,300.00	
TOTAL DEDUCTIONS		6,396,918.20
NET PROFIT FOR THE YEAR, TRANSFERRED TO EARNED SURPLUS		$ 9,024,858.13
EARNED SURPLUS AT DECEMBER 31, 1936		15,334,648.92
		$ 24,359,507.05
Deduct:		
Dividends—		
On Convertible First Preferred	$ 3,157,512.05	
On "B" Preferred (including cumulative arrears to December 31, 1936 of $26.25 per share on 15,393 shares—$404,066.25)	481,031.25	
On Common	2,770,683.00	
TOTAL DIVIDENDS	$ 6,409,226.30	
Other Charges—		
Excess of Cost over Stated Value of 800 shares of "B" Preferred purchased and retired	$ 63,016.00	
Credit to General Reserve (to charge to Earned Surplus amount previously charged to General Reserve)	1,358,359.73	
	$ 1,421,375.73	
TOTAL DEDUCTIONS		7,830,602.03
EARNED SURPLUS AT DEC. 31, 1937		$ 16,528,905.02

NOTE: 1. Depreciation charged against operations in respect of manufacturing plants is based on the activity of each unit.
2. This covers proper amortization of all patents acquired since December 31, 1928, all acquired previously having been reserved for out of Surplus prior to that date.
Operations of Foreign Subsidiary Companies are converted into dollars at the prevailing monthly exchange export rates.

Office Staff Transferred By NBC in Hollywood

BECAUSE of overcrowded conditions at its present Hollywood headquarters, NBC has erected a temporary frame structure in the rear of the main studio building on Melrose Ave. to house the publicity department. Other departments have also been switched around. The production department, headed by John Swallow, has taken over the former publicity offices and those occupied by the NBC Artists Bureau. The latter, managed by Dema Harshberger, has been transferred to the main studio building. Sidney Dixon, western division sales manager and his staff, have also been moved to the annex building.

NBC western division daily news letter, which formerly emanated from San Francisco, has been switched to Hollywood, requiring the enlarged publicity quarters. New setup transferred Nell Cleary, writer, and two typists, Ruth Chapel and Dee Waller, to Hollywood. The weekly program release and daily schedule will continue to be released from San Francisco until the traffic department is moved from that city. Various departments will remain in their present offices until the new Hollywood Radio City, now being erected at Sunset Blvd. and Vine St. is ready for occupancy in September.

NBC SYMPHONY Orchestra concerts each Saturday night are now being heard in Cuba as well as in the United States and Canada. RCA shortwave facilities carry the program to CMQ, Havana, for rebroadcast. Julian Muriel, Spanish speaking announcer on the staff of the NBC international division, is the commentator.

Fort Worth
KGKO
These Two Major Markets at One Low Rate! Ready May 1st
Full Time NBC
570 Kilocycles
With transmitter located MIDWAY BETWEEN FORT WORTH AND DALLAS, KGKO's primary zone includes the greatest concentration of Wealth, Population, and Resources in the Southwest.
K G K O
5000 WATTS DAY 1000 WATTS NIGHT
AFFILIATED FORT WORTH STAR-TELEGRAM
Amon G. Carter, Pres. - Harold V. Hough, Gen. Mgr. - D. A. Kahn, Bus. Mgr.
FORT WORTH, TEXAS
Dallas

CBS Net Profits Of $4,297,556 in 1937 Are Shown

NET PROFITS of CBS and subsidiary companies (including its owned and leased stations) for the 52 weeks ended Jan. 1, 1938, reported to CBS stockholders April 5 by Frank K. White, treasurer, amounted to $4,297,566 as compared with $3,755,522 for 1936. Gross income from the sale of facilities (time), talent and lines for the 1937 period amounted to $34,239,896, which compares with a gross income of $27,780,300 for the 53 weeks ended Jan. 2, 1937—an increase of $6,459,595.

After time discounts and agency commissions, amounting to $10,410,351, Columbia showed a net income for the 1937 year of $23,829,544, from which it paid out $13,045,118 for operating expenses, $5,140,359 for selling and general and administrative expenses, $44,323 in interest and $897,021 in Federal income taxes (including surtax of $120,385). Charged off for depreciation was $535,152.

Earned surplus as of Jan. 1, 1938, amounted to $4,884,593 after cash dividends of $3,329,682 had been paid.

Increase Per Share

Based on the 1,707,950 shares of new $2.50 par value stock outstanding as of Jan. 1, 1938, the 1937 net profit is equivalent to $2.52 per share as compared with $2.20 per share earned during 1936. CBS paid cash dividends totaling $3,329,682 during 1937, representing a total distribution of $1.95 per share based on its new $2.50 par value stock. Continuing the policy of the preceding year, the network's board ordered undistributed profits of $967,884 (approximately 25% of 1937 earnings) added to surplus to provide for the ready financing of prospective capital requirements.

During the year, 3,280 shares of the new $2.50 par value stock were sold to CBS executives at $15 per share under an option arrangement by which options on these shares became exercisable on Jan. 10, 1938.

Annual meeting of the stockholders of CBS will be held April 20 at the New York offices of the corporation, at which they will be asked to ratify the action of the board in directing the payment last December of $176,727 to 123 executives and employes of CBS. Among other matters to come before the stockholders will also be ratification of the bonus arrangement of William S. Paley, president. The new arrangement would extend until Dec. 31, 1940, an arrangement whereby Mr. Paley, in addition to his salary, would be paid 5% of the net profits up to $1,000,000, plus 4% of the next $1,000,000 of the net profits, plus 3% of the next $1,000,000 of such net profits, plus 2% of the sum by which such net profits shall exceed $3,000,000 — which would amount to about $145,951 on the basis of 1937 earnings.

Previously Mr. Paley's bonus arrangement provided for payment of 2½% of net profits up to $600,000 plus 5% of profits in excess of $600,000. The amended bonus plan, it is stated in the notice to stockholders, will reduce Mr. Paley's compensation for 1937 by $59,785.

CBS BALANCE SHEET

Consolidated Profit and Loss and Earned Surplus Account for the fiscal year (52 weeks) ending Jan. 1, 1938

Gross income from sale of facilities, talent and lines		$34,239,896.09
Less—Time discount and agency commissions		10,410,351.87
		$23,829,544.22
Deduct:		
Operating expenses	$13,045,118.26	
Selling, general and administrative expenses	5,140,359.94	
		18,185,478.20
Net income for the year before interest, depreciation, Federal income taxes and miscellaneous income		$ 5,644,066.02
Less:		
Interest	$ 44,323.61	
Depreciation	535,152.53	
Federal income taxes (including surtax of $120,385.54)	897,021.50	
		1,476,497.64
		$ 4,167,568.38
Add—Miscellaneous income (net) including interest, discount, dividends, profit and loss on sale of securities		129,998.44
NET PROFIT FOR THE YEAR		$ 4,297,566.82
EARNED SURPLUS AT JAN. 2, 1937		3,916,708.96
		$ 8,214,275.78
Deduct—Dividends (cash)		3,329,682.50
EARNED SURPLUS AT JAN. 1, 1938, PER BALANCE SHEET		$ 4,884,593.28

NOTE—The equity in the undistributed earnings of controlled subsidiary companies not consolidated as at Jan. 1, 1938, in the amount of approximately $97,000, is not included in the above accounts.

Assets as of Jan. 1, 1938

CURRENT AND WORKING ASSETS:		
Cash in banks and on hand		$ 1,636,397.04
U. S. Treasury discount notes (par value)		2,000,000.00
Notes and accounts receivable (including $38,076.10 advances to officers and employes, representing largely premiums regularly advanced by company under co-operative insurance plan) less reserves for time discounts and doubtful accounts $229,406.20		2,295,040.98
Prepaid wire charges		128,524.31
TOTAL CURRENT AND WORKING ASSETS		$ 6,059,962.33
OTHER ACCOUNTS RECEIVABLE		135,834.88
DEPOSITS		243,250.05
INVESTMENTS IN AFFILIATED COMPANIES:		
Capital stocks	$ 33,791.59	
Advances	5,000.00	
		38,791.59
PREPAID INSURANCE, TAXES, RENTS, ETC.		448,113.78
FIXED ASSETS:		
Land, at cost	$ 1,961,147.57	
Buildings, equipment and improvements to leased premises, at cost	4,643,746.63	
	$ 6,604,894.20	
Less—Reserve for depreciation and amortization	2,216,553.55	
		4,388,340.65
GOODWILL, representing premiums paid for capital stocks of merged subsidiaries formerly consolidated		2,258,361.58
		$13,572,654.86

Liabilities as of Jan. 1, 1938

CURRENT LIABILITIES:		
Accounts payable and sundry accruals		$ 2,056,384.51
Reserve for Federal income tax (including surtax on undistributed profits)		897,663.74
Mortgage instalments due within one year		7,300.00
Serial payments due January 2, 1938		260,416.75
TOTAL CURRENT LIABILITIES		$ 3,221,765.00
DEFERRED INCOME		14,720.47
MORTGAGES PAYABLE (including $150,000 standing demand)		1,360,050.00
SERIAL PAYMENTS DUE JANUARY 2, 1939		260,416.75
RESERVE FOR CONTINGENCIES		94,405.00
CAPITAL AND SURPLUS:		
Capital stock—$2.50 par value:		
Authorized—1,500,000 shares each Class A and B (see note)		
Issued — 951,876 shares Class A and 948,674 shares Class B	$ 4,751,375.00	
Capital surplus, representing excess of proceeds from sale of option stock over par value thereof	41,000.00	
Earned surplus, per statement attached	4,884,593.28	
	$ 9,676,968.28	
Less—2,850 shares Class A and 189,750 shares Class B in treasury reacquired at cost of	1,055,670.64	
		8,621,297.64
		$13,572,654.86

NOTE—Under options 12,420 shares Class A salable in annual installments at $15.00 per share under plan approved by stockholders on March 24, 1937.

Dellar Managing WBT, Schudt Goes to WKRC, McCormick With WCCO

SHIFTS in personnel of its owned and managed stations, ordered by CBS to become effective April 1, found Lincoln Dellar of the station relations department appointed manager of WBT Charlotte, succeeding William A. Schudt Jr. who goes to WKRC, Cincinnati, as its new manager. Mr. Schudt succeeds John McCormick who has been appointed assistant general manager of WCCO, Minneapolis, under Manager Earl H. Gammons.

Mr. Dellar

Mr. Dellar, who has been traveling for station relations for several years, is a native of Seattle and a graduate of the University of California. He was for three years manager of KGB, San Diego, after which he joined Radio Sales, CBS subsidiary, where he served a year before being transferred to station relations.

Mr. McCormick

Mr. Schudt, who first achieved distinction as conductor of the CBS program *Bill Schudt's Going to Press* while a member of its publicity department, is a native New Yorker and former newspaperman. He has managed WBT since 1933.

Mr. McCormick became manager of WKRC about a year ago and is also a former newspaperman. He was assigned to WKRC originally as production manager. At WCCO he succeeds K. Wallace Husted, who left March 1 to join WLW-WSAI, Cincinnati, as assistant general sales manager. All three of the new CBS appointees are in their early thirties.

Mr. Schudt

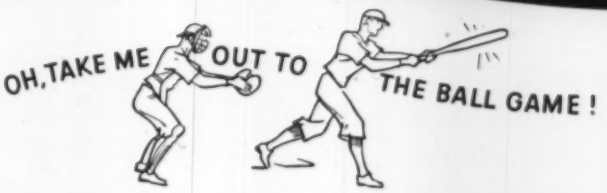
Bedding Firm to Add

CHICAGO BEDDING Co., Chicago, started April 3 three quarter-weekly programs on KFEQ, St. Joseph, Mo., and a quarter-hour program weekly on KMA, Shenandoah, Ia., and is continuing a weekly quarter-hour show on WLS, Chicago. Other stations that may be added shortly include WLW, KMOX and WTMJ. Irving Rocklin of Selviair Broadcasting System, Chicago agency handling the account, stated that Chicago Bedding plans to spend $25,000 in radio advertising this year.

H & H on Nine

H & H CLEANER Co., Des Moines, manufacturers of soap cleaner for 50 years, has appointed John H. Dunham Co. as its advertising agency. One-minute announcements broadcast 26 times on Mondays, Wednesdays and Fridays have started on nine stations, WMAQ WTAM WOWO WHKC WWJ KSTP WHO WBEN WFBM.

NOW READY! 22 TYPE PORTABLE SPEECH INPUT



THEY'RE READY—just in time for the opening games! The popular 22 type portable speech input equipments—re-designed to incorporate your suggestions—available in two models, 22B and 22C.

Like the 22A, they're *really* portable—and give you high fidelity at low cost. They're rugged—designed for fast set-up and easy operation even in the dark. Complete and compact in two durable cases, they're easily handled by one man.

Features: stabilized feedback — frequency characteristic flat from 30 to 10,000 cycles—operate from 115 volt 50/60 cycle AC supply or batteries—4 mike mixers and main gain control—completely factory wired and tested. Ask Graybar for full details.

. . . with SIX outstanding improvements

1. Complete structural re-design for maximum accessibility. Rear cover easily removable with *no* disconnections.

2. Microphone receptacles on removable end plate, allowing adaptation for any type receptacle.

3. Attractive new face panel—extremely durable anodic aluminum finish.

4. Operating convenience and appearance improved by use of new mushroom shaped knobs with skirt and raised pointer, and new flat type key handles with concave finger surfaces.

5. Four-channel parallel mixing circuit with 45 db range—increase of 8 db.

6. Choice of two types of volume indicator meter—ask for details.

Distributors:

Graybar Electric Co., Graybar Bldg., N. Y. *In Canada and Newfoundland:* Northern Electric Co., Ltd. *In other countries:* International Standard Electric Corp.

Western Electric

Distributed by Graybar

RADIO TELEPHONE BROADCASTING EQUIPMENT

Fear of Reprisal In Air Mail Week Contest Dispelled

Stations Assured Their Status With FCC Is Not Involved

POSTOFFICE Department Officials, their attention called to apprehensions of some broadcasters that their broadcast participations in National Air Mail Week radio promotion will be measured by Washington for or against their public service records, gave assurance through BROADCASTING April 11 that they had no such intentions. The fears grew out of the fact that the radio contest phase of the Air Mail Week campaign, which commemorates the twentieth anniversary of aviation May 15-21, carries with it three bronze plaque prizes to three different classes of stations to be presented by Chairman Frank R. McNinch of the FCC and to be known as the McNinch Awards.

All broadcasting stations in the United States early in April received a form letter dated March 31 from Paul R. Younts, postmaster of Charlotte, N. C., Mr. McNinch's home town. Mr. Younts is executive chairman of the air mail campaign which is designed to stimulate public interest in the air mail service and which is being conducted under the auspices of the Postoffice Department under Postmaster General James A. Farley as honorary chairman.

Radio Contest

The letter set forth details of a radio station contest in which one plaque will be awarded to the station up to 1,000 watts power, another to the station over 1,000 watts and up to 5,000 watts power and a third to the station over 5,000 watts power adjudged as doing the best promotional job for Air Mail Week. Stations were informed in the letter from Mr. Younts that he was sending them a transcription carrying a talk by Mr. Farley and other officials relative to an essay contest being conducted as part of the campaign. On the same disc, it was stated, are also five one-minute announcements which Mr. Younts asked stations "to rotate daily."

With the March 31 letter was included several log sheets in which the stations were asked to show what Air Mail Week speakers they carried and who they were. Terms of the contest also required judging stations on the basis of stunt broadcasts, remotes from civic halls, schools, airports, etc., total number of transcribed announcements carried, number of local announcements carried, local dramatic presentations promoting the air mail, special tie-ins on local commercial and sustaining programs, etc.

The name of the publisher of BROADCASTING was carried as one of the judges, although he was away from Washington throughout March and had not consented to becoming one of the judges. The board of judges comprised trade paper editors with Fred D. Fagg, director of the Bureau of Air Commerce, as chairman. Mr. Fagg early in April resigned from the Government service to join the faculty of Northwestern University.

The discs distributed from Mr. Younts office were transcribed by the WOR Transcription & Recording Service.

Immediate objections reaching both the offices of BROADCASTING and the Postoffice Department from station managers cited the fact that most of them were entirely willing to cooperate in promoting air mail, providing paid advertising was not being used in other media, but stating that the use of Mr. McNinch's name in making the awards gave the scheme an aspect of "compulsion" which they resented.

Careful checks by BROADCASTING elicited assurances not only from Mr. McNinch and Mr. Younts, but from Charles P. Graddick, superintendent of the air mail, that no compulsion from Washington was intended. Mr. Younts asserted that no paid advertising was being used in any media, and Mr. Graddick stated that the radio station contest was only one phase of a promotional campaign centering around local postmasters which was designed solely to stimulate the lagging air mail services and promote the extension of air mail through commercial aviation both as an everyday service and as a reserve line of military defense.

McNinch Dispels Fears

Mr. McNinch said that, so far as he was concerned, he would not even see the returned form sheets or contest entries. He will not act as a judge, he said, and simply consented to the use of his name as a patriotic service. The campaign has no compulsion aspect, he emphatically asserted. Stations, he said, may or may not enter the contest as they please. He regarded the whole campaign as educational, he said, and he added that he certainly appreciated objections from any stations who might suspect a commercial "giveaway" motive. Since stations have only time to sell, he said he quite agreed that they should not be forced to give away their time. The present campaign comes under the heading of education, so far as he was concerned, and no station will ever find him seeking reprisals or critical of them for failing to enter the contest, he declared.

LIFE SIZE—Cutout of Lee Bland, who conducts a nightly program called *Hollywood Highlights* on WKRC, Cincinnati, is displayed at sponsor's store. He gives away 16 theatre tickets each evening, broadcasting from the marquee.

FIVE WEEK PLAN
Lands Number of Sponsors In WFIL Drive

WFIL, Philadelphia, is winding up a Five Week Plan to stimulate sales affected by the business recession and normal seasonal decline. Designed to draw new advertisers to radio, the plan had brought seven new contracts by the fourth week. It was conceived by Donald Withycomb, general manager; Jack Stewart, sales director, and George Jaspert, local sales manager. A second Five Week Plan is to be instituted.

Behind the idea was the realization that the city was dotted with small business firms and services that had never used radio because no logical or determined effort had been made to sell them. Eighteen such firms were selected and three assigned to each of WFIL's six salesmen with instructions to make thorough investigations.

Following their studies, a conference was called with production and program departments and each of the 18 were considered individually, with appropriate presentations being drafted and auditions recorded. Repeated calls were first made on the prospects without an effort at direct salesmanship. Of the 18, only three were crossed out as unapproachable. "From now on we're going to make the little fellow's problems our problems," said Mr. Withycomb, who foresees a permanent 52 Week Plan at WFIL.

Whiteman Sues WNEW For Use of Recording

PAUL WHITEMAN's suit against WBO Broadcasting Corp., New York, (WNEW), is scheduled for trial in U. S. District Court of New York late in April, and will decide fundamental questions of ownership of copyrighted songs. Whiteman's suit charged that a number of RCA-Victor recordings he had made for non-commercial uses, had been broadcast by WNEW on a sponsored program. Alleging this constituted unfair competition, the action asked an injunction.

The defense of the station is that it had obtained the consent of the copyright owners, ASCAP, for use of the records. At this point RCA-Victor intervened with the contention that it is the aggrieved party, having obtained from Whiteman all rights of reproduction and sale. This applied to only a part of the songs. RCA denied the records were intended for private use only, and said that nothing in the contract restricted the right of RCA to use the records commercially.

Spots for Gold Dust

GOLD Dust Corp., New York (Shinola), has started a series of 10 spot announcements a week on WFAA WOAI KPRC WWL WBRC WFBR WIRE KMOX. Shedule for WFBR is three announcements a day, six days a week, all others are two a day for five days. The announcements are both live and transcribed. Agency is BBDO, New York.

CBS Fete to Open Hollywood Studios

Noted Figures in Radio Will Join Ceremonies April 30

OFFICIAL opening of the new CBS West Coast headquarters erected in Hollywood at a cost of $1,750,000 will take place on April 30, with special ceremonies planned for the occasion. Headed by William S. Paley, CBS president, network officials from New York, Chicago, and other radio centers of the country will be in attendance.

Charles Vanda, West Coast program director, has lined-up an array of talent, including dignitaries, celebrities, civic, county, state and federal officials who will participate in the festivities. The program will start at 6 a. m. and continue through until 12:45 a. m. the following morning. Relays set up by CBS include a Canadian network series and the longest continuous shortwave release ever made to Europe and South America.

Program Elaborate

Broadcasts will include appearances of network and film celebrities in addition to those of civic, cultural and educational authorities. Fourteen of the programs to go worldwide will come from various sections of Los Angeles and Hollywood, depicting the life of the amusement center from the cultural side as well as entertainment.

A chorus of 20,000 children's voices will be broadcast from the Hollywood Bowl with Dr. Otto Klemperer directing the 108-piece Los Angeles Philharmonic orchestra. Victor Young, Raymond Scott and Harry Simeone, with full orchestras, will give premiere broadcasts of musical compositions which they have written especially for the occasion. Million-volt equipment at the California Institute of Technology, Pasadena, Cal., will be heard smashing atoms.

It will be the longest continuous broadcast ever offered in the United States from one city, according to Donald W. Thornburgh, CBS Pacific Coast vice-president, under whose supervision the structure has been erected.

More than 300 Los Angeles Assistance League members have been assigned usherettes for the opening two days and an admission fee of $1 per person will be charged for a tour through the building. Receipts will be turned over to charity. Following the official opening CBS will have six guides to form its guest relations department for regular public tours.

The new CBS five-story radio center is located on the recently named Columbia Square. It fronts on Sunset Blvd. occupying the block between Gower St. and El Centro Ave. and is of modern American design. The building includes auditoriums, studios and executive offices. It also houses KNX, the CBS Los Angeles county key station. Developments over a period of three years of laboratory research in program production, acoustical design and engineering technique have been incorporated in the new broadcasting center.

AN INFORMAL closed meeting of members of the Association of National Advertisers will be held at the Westchester Country Club, Rye, N. Y., on May 4-6.

. . . AND THEN THE LIGHT WENT OUT

Funny how quick we are to take things for granted!

Last night I switched on my radio, wanted to hear the news of the world. But instead of words, I got a sputter or two *and then the light went out. . . .*

Just a burned out tube, the repair man told me. And he had it going in just a few minutes, clear and strong. But it started me thinking.

Here I was, like millions of others, taking the miracle of radio for granted. I had come to accept the fact that the turning of a switch could bring me music or news or knowledge from far places.

I had forgotten the years and the research that went into the inside of that trim radio cabinet. I had forgotten the wonder of time and space and sound that man had captured and confined within a tiny box. *And then the light went out and made me think of it again.*

That wasn't all I thought about either. Just as I had come to accept the mechanical miracle of hearing sound at the turn of a switch, *so had I come to expect that my radio would bring me things I wanted to hear.*

I realized that my radio was no better than the things men sent out on the air. And out of this realization I suddenly got the picture of what American radio is.

For every hour and every dollar spent to make radio technically good I knew that others hours and other dollars had been spent to improve its service to me as a listener. I knew that the same freedom that allowed it to emerge from the laboratories had allowed it to become the social force it is today. I knew, because I am a listener, that it is free to instruct and entertain because free men are its operators. I realized that American radio belongs to all the people, and knows no censorship but good taste and the public welfare. I had taken this for granted, but thinking made me know that it was planned by those who manage the American System of Broadcasting.

They have made radio a vital, constructive force in my life and in the lives of millions like me. And it took the burned out light of my radio *to make me realize who keeps the light of radio alive.*

A message in the interests of the American System of Broadcasting by one privileged from time to time to have contributed to its progress, by one seeking new ways to broaden its services to the American listener.

W S M

The Air Castle of the South

50,000 WATTS

E. W. CRAIG, *Vice-President in Charge of Radio*

HARRY STONE, *General Manager*

OWNED AND OPERATED BY

THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY INC., NASHVILLE, TENNESSEE

Walker Advocates More Power To Control Rates for Wires

Proposed Report on A. T. & T. Inquiry Claims That Discrimination Exists in Broadcast Lines

SPECIFIC recommendation that the Communications Act of 1934 be amended to prohibit "discrimination" in charges for telephone lines used in chain broadcasting or incidental broadcast uses, was made in the proposed report on the A. T. & T. investigation transmitted to Congress April 1 by the FCC. The report, over the signature of Commissioner Paul A. Walker, was in the nature of a preliminary document to the Congressional committees rather than a final draft approved by the FCC members.

Mr. Walker

The ponderous document, which followed a three-year $1,500,000 investigation under Commissioner Walker's direction, in general proposed expansion of regulatory powers into management activities of A. T. & T. and suggested a 25% rate reduction as desirable throughout the Bell System. Specific portions of the report were devoted to broadcasting with particular emphasis on long lines for network hookups and incidental connections.

Monopoly on Lines

Commissioner Walker concluded the Bell System "has a virtual monopoly in the furnishing of wire facilities to broadcasting stations and chains."

Although there is much controversy over the general recommendations of the proposed report regarding more stringent regulation of A. T. & T., reaction in official circles was that the specific recommendation relating to broadcasting will find its way into the final FCC report when submitted, since there appears to be no serious dispute.

Both the Senate and House Interstate Commerce Committees, to which the proposed report was submitted, were regarded as being in no particular haste to act, apparently waiting for the final FCC report which might be completed before Congress adjourns. It was agreed there was little possibility of action at this session.

After reciting the history of A. T. & T. participation in broadcasting activities beginning with the advent of regular broadcasting in the early 20's, the proposed report recounted specific complaints against A. T. & T. in connection with telephone line service.

In recommending amendments to the Communications Act, the report on this subject said:

Section 202(b) of the Communications Act of 1934 prohibits discrimination and preferences by common carriers subject to the Act. Section 202(b) relates specifically to "charges for, or services in connection with the use of wires in chain broadcasting or incidental to radio communications of any kind." It does not include prohibition against unjust or unreasonable discrimination as to practices, classifications, regulations, and facilities relating to broadcasting or radio communication such as is made applicable to common carriers under Section 202(a).

It is recommended that Section 202(b) of the Communications Act of 1934 be amended so as to prohibit discrimination not only of services and charges in connection with the use of wires in chain broadcasting or wires incidental to radio communication of any kind, but also of practices, classifications, regulations, and facilities. Such an amendment would assist the Commission in dealing with any future discrimination in the use of wires in chain broadcasting or incident to radio communication of any kind.

Discrimination Alleged

In the chapter devoted to broadcasting, Commissioner Walker said the Bell System "monopoly position" in the furnishing of wire facilities is not important from a revenue standpoint in comparison with its total operating revenues.

"The importance of this position lies in the fact that radio broadcasting service throughout the United States and the more than 700 broadcasting stations in the country depend principally upon the Bell System for the necessary local and long-distance wire services from studio to station and from station to station, which make possible local and network broadcasting," the report states.

The report continued that the investigation developed the methods by which the Bell System "has acquired almost complete control of radio program transmission, and discriminatory practices that have been carried on under this condition of monopoly."

"During the periods these policies and practices were formulated and effectuated," it continues, "the Bell System sought, and was successful until the enactment of the Communications Act of 1934, to avoid a commitment that furnishing of wire facilities to broadcasters was a part of its public service undertaking."

The report recounted at length the patent position of the Bell System in the broadcasting field, the cross-licensing arrangement of 1920 involving the so-called "radio group" of RCA, General Electric and Westinghouse, under which certain functions in the service, manufacture and broadcast fields, were divided. As of July 1, 1926, it was declared, the Bell System, although retaining patent rights to engage in broadcasting, agreed to refrain from such activity but obtained exclusive patent rights to furnish wire services to broadcasters. Since 1926, it was added, this has been the Bell System's principal function in broadcasting. Through Western Electric, it also has engaged in the manufacture and sale of transmitting apparatus.

History of A. T. & T. in the broadcast field was traced through its establishment of WEAF in New York and WCAP (now WRC) in Washington, later turned over to RCA and thence to NBC as part of the agreement. Mention also was made of the practice of Bell companies in prohibiting interconnection of Bell and non-Bell wire facilities used for broadcasting. At a radio conference in 1923, a program for licensing broadcasting stations under A. T. & T. patents was discussed under which such stations might obtain Bell wire facilities.

Interconnected Circuits

This program was formulated in November, 1923, it was added, but procurement of the license did not assure a broadcaster of wire facilities since facilities might not be available or the restrictions placed on furnishing wire telephony as an adjunct to radio broadcasting "might prevent the furnishing of facilities." This license policy was modified until in 1926 the broadcasting activities of the so-called "radio group" and the Bell System were reallocated in settling disputes arising under the 1920 cross-license agreement. In May, 1926, WEAF was sold by A. T. & T. to RCA for $1,000,000, of which $800,000 was considered goodwill.

Regarding the policies on interconnection of Bell wire circuits for

(*Continued on page 61*)

'Songs of Safety'

IRVING CAESAR, president of the Songwriters' Protective Assn., has been signed for an extended series of appearances on Rudy Vallee's *Royal Variety Hour*, sponsored by Standard Brands Inc., New York, for Royal gelatine. Mr. Caesar was a guest on the program on March 24, introducing his "Songs of Safety," designed for painless safety education of children, and became a regular member of the cast as a result of that broadcast.

Walker's Conclusions Relating to Radio Land Lines . . . . .

The conclusion of that phase of the Walker report relating to broadcasting follows in full text:

"By reason of the 1920 cross-license agreement between the American Company and General Electric Company (extended in part to Radio Corporation of America, Westinghouse Electric & Manufacturing Company and others, composing the Radio Group), the Bell System asserted a patent monopoly to manufacture, use, lease, and sell broadcast transmitting equipment, and furnish wire facilities used in connection with radio broadcasting, subject to the Radio Group's right to erect and operate broadcast stations. The extensive rights asserted by the Bell System were contested by the Radio Group.

The arbitration proceedings resulting therefrom indicated that the American Company rights were not as extensive as asserted (November, 1924), and the tentative determination was unsatisfactory to both Groups. A new cross-license and other agreements, therefore, were executed between the parties wherein the American Company received, among other grants, exclusive patent licenses under the patents of both parties to furnish wire facilities to broadcasters subject to certain exceptions, and non-exclusive licenses to manufacture, lease, use, and sell broadcast transmitting equipment. The Radio Group among other grants, received non-exclusive patent licenses to manufacture, lease, use, and sell broadcasting equipment (July, 1926).

By complementary agreements, the American Company sold its broadcasting business to Radio Corporation of America, and agreed to refrain from such activity or be subject to large monetary and other penalties and to furnish RCA what wire services it needed in connection with its broadcasting activities. This allocation of broadcasting activities between the two Groups has continued to date.

During the period 1920-1926, the Bell System erected and operated broadcast stations, established a broadcast chain, manufactured and sold broadcast transmitting equipment, and furnished wire facilities to other broadcasters. In conducting the latter activity, it formulated and effectuated policies restricting the use of wire facilities, to protect and encourage its own broadcasting activities and to protect its patent position.

Since July, 1926, when the Bell System sold its broadcasting business to the Radio Group, it has limited its broadcast activities to the furnishing of wire facilities to broadcasters. By reason of its patent position, its extensive wire networks, and the enforcement of policies and practices, the Bell System has attained a virtual monopoly in this field. It has also continued the manufacture and sale of broadcast transmitting equipment through Western.

Prior to the enactment of the Communications Act of 1934, the Bell System successfully avoided any commitment that the furnishing of wire services to broadcasters was a part of its public service undertaking. It was, therefore, in a position to formulate such policies and practices as it deemed most desirable for the interest of the Bell System; and, in the absence of regulation, and even since the filing of tariffs with the Federal Communications Commission, discriminatory practices have been countenanced and authorized by the American Company, in general, in the interest of better public relations.

During the course of the Commission's investigation of Bell System policies and practices, Bell System Companies made tariff revisions, making charges for the service more equitable and reasonable and removing provisions in its tariffs which have been an effective means in eliminating competition in the field. Annual savings to broadcasters occasioned by these changes will approximate $530,000, or approximately 10 per cent of the gross operating revenues from this source for the year 1935.

The Bell System had obtained its monopoly position in this field prior to the enactment of the Communications Act of 1934. In view of the policies and practices that have been formulated and fostered prior to regulation, the necessity of strict regulation of the Bell System's charges, practices, classifications, regulation, facilities, and services in connection with the use of wires in chain broadcasting or incidental to radio communication of any kind, is apparent, if this type of communication is to develop and expand in the public interest.

The Communications Act of 1934, as amended, prohibits discrimination as to charges with regard to facilities furnished for radio broadcasting (Secs. 202 (a), (b) and (c)). Section 202 (b), which specifically relates to "charges for, or services in connection with, the use of wires in chain broadcasting or incidental to radio communication of any kind," does not include unjust or unreasonable discriminations as to practices, classifications, regulations and facilities, as is provided in Section 202 (a) with respect to transmission of other types of intelligence. In the event of future discriminations of the character discussed in this chapter, the inclusion in Section 202 (b) of discrimination as to practices, classifications, regulations, and facilities, would materially assist the Commission in dealing with any future discriminations in the use of wires in chain broadcasting or incident to radio communication of any kind.

SALES ECHO

PROGRESSIVE Advertisers realize that to be "Keyed To Sales" to our *rich* "Friendly Family" of 2,500,000 Italo-Americans there is only one way ——

The Italian way!

ALSO do they know that with Italo-Americans, who constantly spend over a Billion Dollars annually, all kinds of American products of merit can be quickly popularized so as to become a permanent part of our "Friendly Family" that lives with us every day of the year!

BY outstanding results in the Italo-American Market does the Sales Echo of our many Successful Sponsors spread and grow louder and louder. To profit, tune in and tie up with *this* Sales Echo!

WOV
NEW YORK • 1000 WATTS

WPEN
PHILADELPHIA • 1000 WATTS

WBIL
NEW YORK • 5000 WATTS

THE INTERNATIONAL BROADCASTING CORPORATION • NEW YORK CITY

Freedom of Speech Is Defined by Lohr

Says Equal Opportunity Given On Controversial Issues

BECAUSE of radio's vast audience, its power to motivate immediate action and its strong appeal to the emotions, broadcasters guard it carefully against misuse, Lenox R. Lohr, president of NBC, told members of the Advertising Club of New York at a luncheon meeting on April 7. Speaking on "The Social Significance of Radio," Mr. Lohr stressed that radio cannot, because of limitations of available frequencies and hours, duplicate the freedom of speech afforded speakers on street corners or in halls, or the freedom of the press. Radio, he said, offers instead "equal opportunities for discussion" on all controversial subjects of general interest.

"We speak a good deal about freedom of the press," he said. "I can find no application of that phrase to radio, even though we sometimes use it rather glibly. I see freedom of the press as the right of a publisher to publish that which he thinks best for his newspaper, himself, his community. He can be entirely partisan. He can color his editorials in any way that he sees fit. If he wishes, he can even color the news to put forth that particular phase of it which he himself or his editorial board believes in.

Equal Opportunity

"Now that is not possible in radio. In the first place, if there is any desire for an opposition to the press, it is easy enough for someone else to hire a press and set up an editorial office to present the other side. Due to the fact that broadcast frequencies are simply not available, if broadcasters took the same stand it would stop the other side from giving an answer, because no one could go out and acquire a radio station.

"Freedom of speech is the right of any one to stand on a soap box on a corner and say what is in his mind without fear of molestation by the police, or speak on any occasion freely and frankly. But for purely practical reasons that can't be done in radio. Hours are too limited. Too many people would want to speak. Programming would be terrible. Listeners would tune out; the expense would be prohibitive. Therefore we do not have freedom of speech per se over the radio. What we do have is the freedom for equal opportunity for discussion on controversial public questions."

Defining a controversial issue as one on which substantial groups of citizens differ — these groups being large enough so that the question is of interest to a large number of the public who may be affected by the outcome, Mr. Lohr stated that in such cases radio welcomes the opportunity to put speakers on the air and endeavors to see that both sides are adequately covered by speakers of equal prominence, on an equal number of stations and at equally favorable times. Such programs are kept on a strictly sustaining basis, he said, pointing out that the broadcasters themselves had set up a rigid set of rules and a rigid code of ethics governing their policies because they realize the fact that the side with the most money could undoubtedly win its point if time were sold for discussion of public issues. He cited the question of the death penalty for holding companies, with the utility companies ready to spend millions to tell their side of the story, but with no organized group with enough money to make an equal presentation of the other side.

Radio Gets Most Results Per Dollar, If Wisely Spent, Milligan Tells Club

"THE proper kind of radio advertising has been getting the most results, per dollar spent, in the shortest possible time", declared L. D. Milligan, vice-president and account executive with Blackett-Sample-Hummert, Chicago, before the Chicago Federated Advertising Club radio class April 7. He qualified his statement, however, by saying that radio advertising proves most profitable, in his experience, when backed up by adequate publication advertising, and gave examples to prove it.

In selling merchandise by radio, Mr. Milligan told the class that commercial copy should not sound as if a speech were being made. A second point of Mr. Milligan was: "Talk with the radio audience —not at them." He went on to say that new advertising copywriters at Blackett-Sample-Hummert were always instructed to write their copy as if it were being spoken in a friendly way over the dinner table of a neighbor rather than trying to write their copy with a mental picture that their advertising was reaching millions of people. "Direct your advertising at one woman—not at millions of women," he said.

Speaking of spot radio, he declared that, as a general rule, he was not in favor of chain breaks and small-sized announcements in themselves but that they could do a good selling job when used as an auxiliary medium.

Small announcements could be used effectively, he said, where they were tied in with heavy promotional advertising in other fields as well as intense concentration on dealers seeing that they "pushed" the product. He pointed out Spry as an example of how this had been accomplished successfully.

Merchandising's Place

Speaking of merchandising in connection with radio advertising Mr. Milligan believed that it was not particularly profitable for advertisers manufacturing lower priced staples. "Merchandising is no good if the show is no good," Mr. Milligan said. "The show is its own best merchandiser and the advertiser's salesmen should spend their time selling and merchandising his product—not, advertising advertising." Insofar as merchandising by the stations themselves is concerned, he believed it helps the advertiser and should be encouraged.

Archibald M. Crossley, president of Crossley Inc. and recently elected chairman of the New York chapter of the American Marketing Association, was to address the class April 14 on radio research, popularity of programs, methods of checking, size of audience, best broadcasting time, winter vs. summer broadcasting, best broadcasting days, sponsor identification.

Richard Marvin, radio director of J. Walter Thompson Co., Chicago, will address the group on April 21. He will discuss the advertising agency in radio together with the functions, organizations and operation of a radio department.

"You must entertain 'em before you sell 'em", was the theme of Henry Klein's talk before the ad group March 31. Mr. Klein, radio director of BBDO, Chicago, said whereas the magazine and newspaper advertising copy-writer will spend days getting together the proper copy for an ad, the radio writer blithely dashes off his copy in a few moments.

Discussing quarter-hour spot programs, Mr. Klein said: "Spot well done is the most profitable form of advertising. It only takes a couple of weeks when using spot to find out if your advertising is profitable. Our Household Finance is now on 30 stations on CBS (starting on CBS April 6) and is using 27 stations in spot—all live shows." Asked if spot proved so profitable why the entire radio advertising appropriation wasn't expended in spot, Mr. Klein said that a network show gives an advertiser prestige which cannot be obtained in any other fashion.

To Sell Spots

RECORDED spot announcements played in clients' offices on a portable audition unit have resulted in one campaign of 312 spots, according to WTMJ, Milwaukee, which is now considering live talent quarter-hour shows with selling of prospective clients built into the program. Jaeger Baking Co. signed for the 312 announcements and is using the audition discs to train its sales force and route men. Henry Saevke, WTMJ salesman, closed the deal.

New Luckies' Test

AMERICAN TOBACCO Co., New York (Lucky Strike), on April 11 started *Design for Happiness*, quarter-hour script show, three days a week on Mutual (WGN, WOR). Buddy Clark, singer, becomes a dramatic actor for the program, which will run for 13 weeks on a test basis. Lucky Strike's present schedule of transcribed announcements on 10 New England stations [BROADCASTING, Feb. 15] will soon be expanded nationally to a list of about 40 stations. The one-minute RCA discs are heard at the rate of 21 a week. KRGV, Weslaco, Texas, has been added to the list of 18 stations carrying quarter-hour transcriptions for Bull Durham tobacco [BROADCASTING, Mar. 15]. Agency for American Tobacco Co. is Lord & Thomas, New York.

WHOPPER — This 247-pound silver king tarpon was landed by Harry Sedwick (right), manager of CFRB, Toronto, and president of the Canadian Association of Broadcasters, after a two-hour fight during a recent vacation at Tampico, Mexico.

FIRST AID STATION Is Established by KOA at Its Transmitter

EMERGENCY Red Cross first aid station has been established in the transmitter of KOA, Denver, located 12 miles east of the city on U. S. Highway 40. First aid instructor's certificate has been issued by the Red Cross to J. A. Slusser, KOA transmitter engineer, and standard certificates to Engineers Roy Carrier and Russell Thompson.

In a special broadcast recently conducted by Clarence Moore, KOA program director, Colorado's Secretary of State George Saunders, and other dignitaries, commended KOA on the public service performed by establishing the Red Cross emergency station, said to be the first installation of its kind in a radio transmitter house.

PACA Convention

AGENDA of the 35th annual Pacific Advertising Clubs Assn. Convention, to be held in Los Angeles June 26-30, will include 12 departmental meetings on various phases of advertising, according to Lou R. Koch, president of PACA. The departmentals will cover radio, sales management, advertising agencies, club management, outdoor, direct mail, newspaper advertising, retail, activities of women, junior activities and public utility advertising.

Skol to Use Radio

SKOL Co., New York, has appointed J. Walter Thompson Co., New York, to direct advertising of its sun-glasses. Some months ago the agency was placed in charge of advertising of the company's sunburn remedy. Radio will be used for both products.

AMONG radio notables attending the annual Gridiron Dinner of Washington newspaper correspondents April 9 were M. H. Aylesworth, Col. Thad H. Brown, Louis G. Caldwell, Jack Howard, Alfred J. McCosker, Frank M. Russell and William J. Scripps.

This map indicates approximately our Proved Primary Listening Area — minimum of audience territory

Our regular daily audience lives in some 330 counties in Kentucky, Tennessee, Illinois, Indiana, Ohio

21.4% OF ALL OUR TIME

Is Given To Cultural Broadcasting

Percentage Is Often Higher, Never Lower. We Have Been Doing It Nearly 16 Years. While Cost Is Great, It Has Won for Us Priceless Listener Confidence.

RADIO station WHAS began regular broadcasting on July 16, 1922. In the first six years of operation the programs were entirely cultural, or educational. Then we accepted a few dignified and wholly experimental commercial announcements. No grave casualties resulted, so in May, 1929, we ventured further and issued our first commercial rate card.

Because returns to advertisers using our station have been satisfactory to them, our commercial business has steadily grown. But we're not porcine. We have poured earnings back into plant, equipment and payroll. And we have never failed (as the record will show) to deal fairly with the public.

Today our station allocates not less than 21.4% of all its time to the dissemination of *Culture* spelled without a $ mark. That is, for more than five hours out of each twenty-four hours we operate, we broadcast news, education, music, drama, health, farming, religion, and such, solely to please and edify our vast audience.

This cultural activity doesn't bring us a dime a year in revenue. In fact, it is probably the biggest item in keeping down our annual net to a modest return on investment. But we're not wailing. We figure it's really a small contribution to American civilization . . . perhaps a sort of thanksgiving offering for the privilege of being American. (Listening to the radio poison spewed into the ether overseas nightly, we get pretty soft about the good old U. S. A.)

Of course, it would be silly to pretend we derive no practical benefit from our cultural output. Indeed, it has done much to give us prestige . . . to establish listener confidence in our station that couldn't be bought with the War Debt.

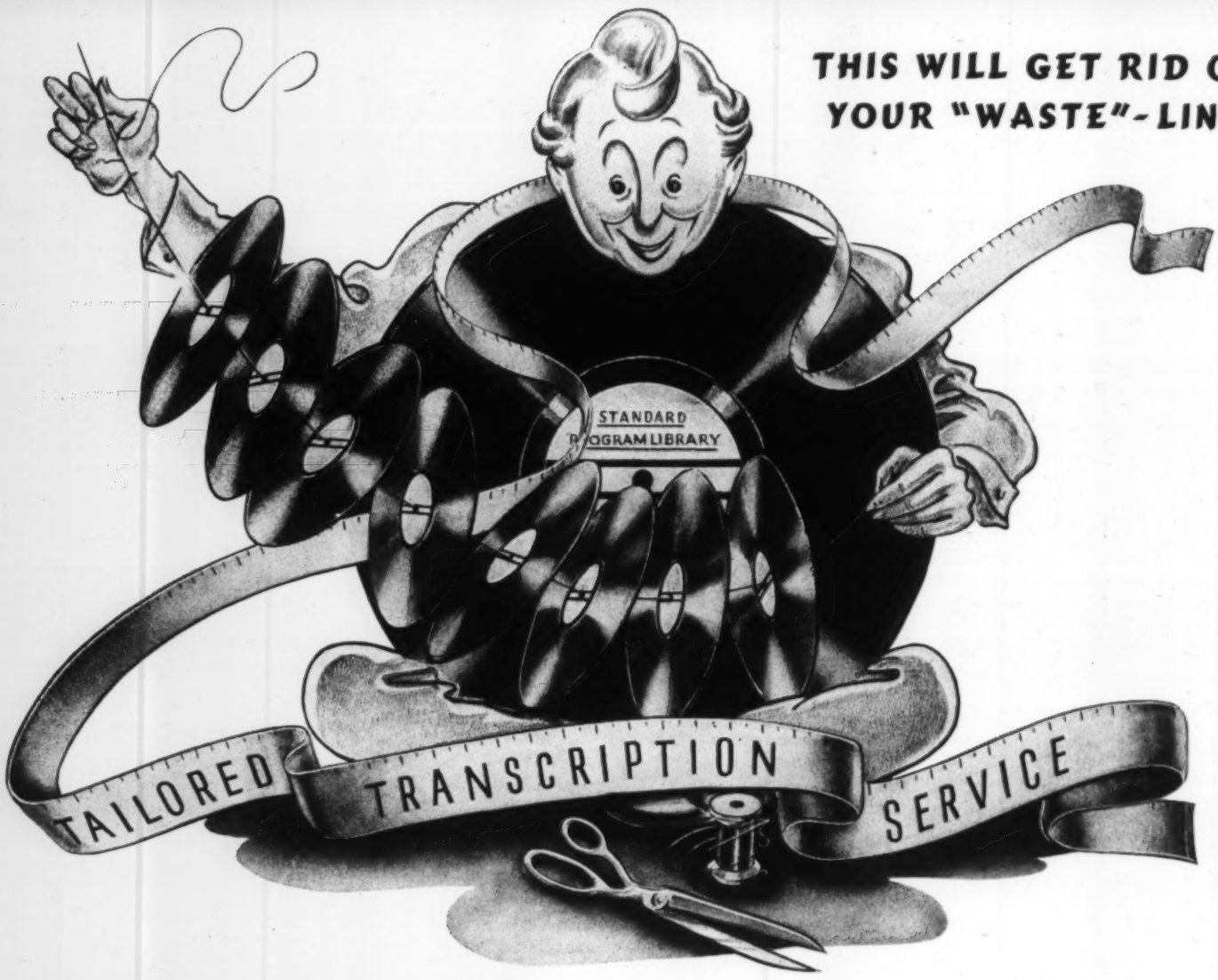
50,000 WATTS . . . Nationally Cleared Channel . . . 820 Kc. . . . CBS Outlet

STATION W H A S LOUISVILLE

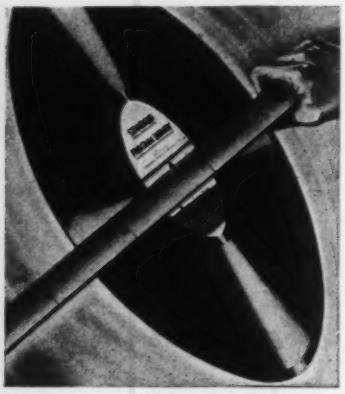
EDWARD PETRY & COMPANY, National Representatives

COURIER - JOURNAL & LOUISVILLE TIMES STATION

Now-a Transcription



A New Yardstick —



to measure TRANSCRIPTION SERVICE

AN IMPRESSIVE presentation of Standard Radio's TAILORED TRANSCRIPTION SERVICE has just been completed. Its unique contents include a YARDSTICK by which can be measured the true worth of ANY transcription service you may now have or are considering. This presentation is available in a limited edition to stations who are genuinely interested in getting the most for their transcription dollars.

Service that FITS YOU!

—because it's TAILORED to your NEEDS!

Standard Radio's TAILORED TRANSCRIPTION SERVICE is tailored to fit you at four vital points: *Size of Service, Types of Music, Types of Talent* and *Costs.*

Thus, you take your choice of 3, 12, 15, 17 or 20 hours per week. You choose the percentage of popular music and concert music you desire. You select the talent types which fit in with your other live talent sources. And you regulate your costs according to your pocketbook.

A guaranteed minimum of 100 new musical selections every month gives Standard Radio the clear leadership of the transcription field. Five different plans of service enable you to exercise your choice in both *quantity and type of talent.* One of these plans *will fit you* — save you money — and make it possible for you to answer in the affirmative that significant question:

"Are your Transcriptions up to Standard?"

Standard Radio

180 N. Michigan Ave., Chicago, Ill. • 6404 Hollywood Blvd., Hollywood, Cal.

AMERICAN CITIES OBSERVING DAYLIGHT SAVING TIME

DAYLIGHT saving time will be observed this year by many cities, the period generally extending from 2 a. m., April 24 to 2 a. m. Sept. 25. A list of cities observing daylight time during the current summer, as compiled from questionnaires by the Merchant's Association of New York, is presented on this page.

NEW YORK

Accord
Albany
Alden
Altamont
Amenia
Amityville
Amsterdam
Angola
Ashaokan
Athol Springs
Ardsley
Athens
Babylon
Baldwin
Bailston Spa
Bay Shore
Bayville
Beacon
Bedford
Bellmore
Bellport
Berlin
Big Moose
Bloomingburg
Blue Point
Bolton
Bowmansville
Brainard
Brewster
Briarcliff Manor
Bronxville
Brooklyn
Buffalo
Burnside
Burt
Buskirk
Cairo
Campbell Hall
Cambridge
Canajoharie
Castleton-on-Hudson
Catskill
Cedarhurst
Center Moriches
Centerport
Chappaqua
Chautauqua (a)
Chatham
Chestertown
Clarence
Clark Mills
Claverack
Clinton
Coeymans
Cohoes
Cold Spring Harbor
Commack
Congers
Copake
Corinth
Cornwall
Cottekill
Crarysville
Crystal Run
Croton-on-Hudson
Dannemora
Delmar
Depew
Derby
Dobbs Ferry
Dolgeville
Dover Plains
Eagle Bridge
East Aurora
East Clarence
East Greenbush
East Hampton
East Northport
Elizabethtown
Ellenville
Elmsford
Esopus
Fair Oaks
Farmingdale
Far Rockaway
Ferndale
Firthcliffe
Fleischmann's
Floral Park
Flushing
Fonda
Forest Hills
Fort Edward
Fort Plain
Fort Salonga
Frankfort
Franklin Springs
Freeport
Garden City
Gardiner
Gasport
Ghent
Glen, The
Glen Cove
Glens Falls
Gloversville
Goshen
Gowanda
Granville
Great Neck
Greendale
Green Island
Greenlawn
Greenport
Greenwich
Hadley
Haines Falls
Hamptonburgh
Harmon
Harrison
Hartsdale
Hastings-on-Hudson
Haverstraw
Hawthorne
Hempstead
Herkimer
Hewlett
Highland
Highland Falls
Hillsdale
Hollis
Hoosick
Hoosick Falls
Hudson
Hudson Falls
Hunter
Huntington
Hurley
Hyde Park
Ilion
Irvington
Islip
Jamaica
Jamestown (b)
Jericho
Johnsonville
Johnstown
Katonah
Kerhonkson
Kinderhook
Kingston
Kyserike
Lake George
Lake Mahopac
Lake Placid (c)
Lake View
Lancaster
Larchmont
Lawrence
Liberty
Lindenhurst
Little Falls
Lloyd Harbor
Lockport
Long Beach
Locust Valley
Long Island City
Luzon
Lynbrook
Lyon Mountain
Malone
Malverne
Mamaroneck
Manhasset
Marcy
Massapequa
Mechanicville
Mellenville
Melrose
Merrick
Middletown
Middleville
Millbrooke
Mellerton
Mineola
Mohawk
Monroe
Monticello
Montrose
Mount Kisco
Mount Vernon
Mountain Dale
Napanoch
Nassau
Newburgh
New Hartford
New Lebanon
New Paltz
Newton Hook
New Rochelle
New York
Niagara Falls
Niverville
Northport
North Tonawanda
Northville
Nyack
Ogdensburg
Oriskany
Ossining
Oyster Bay
Palatine Bridge
Parksville
Patchogue
Pawling
Peekskill
Pelham
Pelham Manor
Petersburg Junction
Phillipsport
Philmont
Phoenicia
Piermont
Pine Hill
Plandome
Plattsburgh
Pleasantville
Point O'Woods
Port Chester
Port Jefferson
Port Jervis
Port Washington
Poughkeepsie
Pulvers
Purchase
Queens Village
Quogue
Ravena
Rensselaer
Rhinebeck
Rhinecliff
Richmond Hill
Riverhead
Riverside
Rockville Center
Rome
Roosevelt
Roscoe
Rosendale
Roslyn
Round Lake
Rye
Sag Harbor
St. Johnsville
St. Josephs
Saranac Lake
Saratoga Springs
Saugerties
Sayville
Scarborough
Scarsdale
Schenectady
Schroon Lake
Schuylerville
Sea Cliff
Seaford
Selkirk
Shandaken
Silver Creek (c)
Slingerlands
Sloan
Smithtown
Southampton
Southhold
Springfield Gardens
Spring Glen
Spring Valley
Staatsburg
Standish
Stuyvesant
Suffern
Summitville
Syosset
Tannersville
Tarrytown
Tivoli
Tonawanda
Troy
Tuckahoe
Tupper Lake
Tuxedo
Utica
Valatie
Valhalla
Valley Falls
Valley Stream
Van Hoesen
Voorheesville
Walden
Wallkill
Walloomsac
Wantagh
Wappingers Falls
Warrensburg
Warwick
Wassaic
Watertown
Watervliet
Wawarsing
Wemple
Wende
West Athens
Westbury
West Hampton
West Hurley
Westmoreland
West Point
West Waterford
Whitehall
White Plains
Whitesboro
Williamsville
Wingdale
Winterton
Woodbury
Woodhaven
Woodmere
Woodridge
Woodstock
Wurtsboro
Yonkers

In Rochester, where a referendum resulted in a small majority in favor of standard time, many industrial concerns alter their schedules so as to give employes the benefits of Daylight Saving.

(a) From June 16 to Sept. 5.
(b) From June 5 to Sept. 4.
(c) From June 12 to Sept. 11.

PENNSYLVANIA

Aliquippa
Allentown
Ambler
Ambridge
Analomink
Ardmore
Atglen
Bangor
Bath
Beaver
Beaver Falls
Bethlehem
Birdsboro
Braddock
Bristol
Carnegie
Catasauqua
Chester
Christiana
Coatesville
Conshohocken
Coraopolis
Cresco
Danielsville
Delaware Water Gap
Downingtown
Doylestown
Dravosburg
Easton
East Pittsburgh
Eddystone
Elizabeth
Emaus
Erie
Evans City
Fallstown
Gap
Glen Loch
Hamburg
Hatboro
Haverford
Henryville
Homestead
Jenkintown
Johnstown
Kittaning
Kutztown
Lancaster
Langhorne
Lansdale
Leechburg
Malvern
Manheim
Marcus Hook
McKeesport
McKee's Rocks
Media
Monaca
Mount Pocono
Mount Vernon
Mountville
Nazareth
New Brighton
New Hope
New Kensington
Newtown
Norristown
Northampton
Palmerton
Paoli
Parkersburg
Pen Argyle
Pennsburg
Perkasie
Philadelphia
Phoenixville
Pittsburgh
Pocono Manor
Pocono Summit
Pomeroy
Pottstown
Quakertown
Reading
Rochester
Royersford
Schwenksville
Sewickley
Shawnee
Slatington
Souderton
Spring City
Stockertown
Stroudsburg
Swarthmore
Tarentum
Thorndale
Trainer
Wayne
Wernersville
West Chester
West Pittsburgh
West Willow
Whitford
Wilkinsburg
Willow Grove
Wind Gap

NEW JERSEY

Every city, town and village in the State observes Daylight Saving.

DELAWARE

Daylight Saving observed in cities, towns and villages.

CONNECTICUT

Every city, town and village in the State observes Daylight Saving.

MASSACHUSETTS

Observance required by State law.

MAINE

Auburn
Augusta
Bangor
Bar Harbor
Bath
Bay View
Belfast
Biddleford
Bingham
Blue Hill
Boothbay Harbor
Bowdoinham
Bristol
Brunswick
Buckfield
Bucksport
Calais
Camden
Canton
Castine
Clinton
Cumberland Mills
Damariscotta
Danforth
Danville Junction
Dark Harbor
Deering Junction
Dexter
Dixfield
East Newport
Eastport
Ellsworth
Fairfield
Farmington
Freeport
Gardiner
Guilford
Hallowell
Hancock
Hermon Pond
Jackman
Kennebunk
Kennebunkport
Lewiston
Lincoln
Lisbon
Lisbon Falls
Livermore Falls
Madison
Manchester
Mattawamkeag
Mechanic Falls
Monmouth
Mount Vernon
Naples
Newport Junction
Norridgewock
North Anson
North Berwick
North Jay
Northern Ma. Junct.
Norway
Oakland
Ogunquit
Old Orchard Beach
Old Town
Orono
Pittsfield
Poland
Portland
Rangeley
Readfield
Richmond
Rockland
Rumford
Sanford
Skowhegan
Solon
South Paris
Southport
South Windham
Stratton
Thomaston
Waldoboro
Warren
Waterford
Waterville
Waukeag
Wells
Westbrook
West Farmington
Wilton
Winn
Winterpoint
Winslow
Winthrop
Wiscasset
Woodfords
Woodland
Woolwich
Yarmouth
York Harbor

NEW HAMPSHIRE

Observance required by state law.

IDAHO

Burke
Kellogg
Mullan
Wallace

Boise, though located in the Mountain time zone, follows Central Standard time the year 'round.

RHODE ISLAND

Entire State.

VERMONT

Barre
Bellows Falls
Bennington
Bethel
Bradford
Brandon
Brattleboro
Burlington
Canaan
Castleton
Derby Line
Fairhaven
Gilman
Londonderry
Manchester
Montpelier
North Pownal
Pittsford
Poultney
Proctorsville
Rutland
St. Albans
St. Johnsbury
Shaftsbury
South Shaftsbury
Springfield
Swanton
Vergennes
Waterbury
Wilmington
Woodstock

OHIO

Due to demands for Daylight Saving in cities, towns and villages outside the Eastern Time Zone, the entire State was put on Eastern Standard Time, effective April 3, 1927, by order of the Interstate Commerce Commission. A few small towns located near the Indiana State line follow Central Standard time.

ILLINOIS

Ashburn
Aurora
Barrington
Bartlett
Batavia
Belmont
Bensenville
Berwyn
Blue Island
Broadview
Brookfield
Chicago
Chicago Heights
Chicago Lawn
Chicago Ridge
Cicero
Clarendon Hills
Cloverdale
Clyde
Congress Park
Crete
Deerfield
Des Plains
Dolton
Downers Grove
Elgin
Elmhurst
Elmwood Park
Eola
Evanston
Evergreen Park
Fox Dale
Franklin Park
Geneva
Glencoe
Glenview
Glenwood
Golf
Grays Lake
Harvey
Highland Park
Hillside
Hines
Hinsdale
Hollywood
Homewood
Ingleside
Itasca
Joliet
Kenilworth
Kensington
La Grange
La Vergne
Lake Bluff
Lake Forest
Lansing
Lemont
Libertyville
Lisle
Long Lake
Mannheim
Matteson
Maywood
Medinah
Morton Grove
Morton Park
Mt. Greenwood
Naperville
Northbrook
Oak Lawn
Oak Park
Ontarioville
Orland Park
Palos Park
Pullman
River Grove
Riverside
Rondout
Roselle
Round Lake
St. Charles
South Holland
Spaulding
Steger
Teckny
Thornton
Waukegan
West Dundee
West Lake Forest
Western Springs
Westmont
Wheaton
Wilmette
Winnetka
Wooddale
Woodstock
Worth
Zion

INDIANA

Connersville
Crown Point
Elkhart
East Chicago
Fort Wayne
Gary
Goshen
Hammond
Hobart
Indiana Harbor
Kendallville
Lagrange
La Porte
Michigan City
Mishawaka
New Carlisle
Rome City
South Bend
Valparaiso
Whiting

MICHIGAN

Under the terms of the State Law adopted April 23, 1931, Eastern Standard Time is defined as legal time for the entire State of Michigan.

The cities, towns and villages in the Lower Peninsula follow Eastern Standard Time throughout the year.

In the Upper Peninsula Central Standard Time is generally followed, except that the following named cities and towns will observe Daylight Saving by changing to Eastern Standard Time April 24 and continuing until Sept. 25.

Escanaba
Gladstone
Ishpeming
Manistique
Marquette
Munising
Negaunee
Rapid River

The following cities and towns in the Upper Peninsula follow Eastern Standard Time throughout the year:

Calumet
Hancock
Houghton
L'Anse
Newberry
St. Ignace
Sault Ste. Marie

GEORGIA

Albany
Atlanta and surrounding towns.

MINNESOTA

Minneapolis: unofficial observance in business establishments.

COLORADO

Denver

SOUTH AMERICA

The Argentine Republic, from November 1 until March 1, 1939.

Peru, from December 1, until April 2[illegible] 1939.

Falkland Islands, from September 24 t[illegible] March 18, 1939.

CENTRAL AMERICA

British Honduras, clocks advanced thirt[illegible] minutes October 1 to continue until Feb[illegible] ruary 14, 1939.

For Canadian, European etc. observance of daylight saving time see page 54.

"You Parallel TIME . . . "

"In my opinion BROADCASTING has transcended the function of a trade paper and as a mirror of the radio industry has come to parallel TIME in the general news field. Thanks again for your 'plus' service to this subscriber."

Fred H. Fidler
Resident Manager
J. Walter Thompson Co., St. Louis

Nearly every timebuyer and important Radio Advertiser regularly reads BROADCASTING

"I've Read the Magazine Regularly..."

"BROADCASTING has been a fine influence in guiding the radio industry through its years of youthful development to its present position. Personally, BROADCASTING has been very important in keeping me abreast of industry development. I've read the magazine regularly since its inception."

N. H. Pumpian
Media Director
Henri, Hurst & McDonald, Chicago

It's economical to tell your story in BROADCASTING ★★

"A Great Help in Keeping Our Radio Department Posted . . . "

"Your publication is a great help in keeping our radio department posted, particularly regarding competitive conditions in buying spots. Keep up your good work."

Arthur Rosenberg
President
Arthur Rosenberg Co., New York

★

NATIONAL PRESS BUILDING
WASHINGTON • D·C·

BROADCASTING
Broadcast Advertising

Five New Stations Approved by FCC

Rice Lake, New Castle, Globe, Stafford, Bozeman Grants

FIVE new broadcasting stations, all in the local classification, were authorized and announced by the FCC during the first week in April. They are located in as many communities and the grants, in the light of numerous grants of new locals during the last few years, indicated an apparent policy of continuing to encourage the development of needed local outlets.

In Rice Lake, Wis., the Commission authorized Walter H. McGenty to erect a 100-watt daytime station on 1210 kc. Mr. McGenty is a resident of Duluth, Minn., where he publishes the farm journal *Stock & Dairy Farmer*. He also owns half interest in Northern State Oil Co., Rice Lake. His brother, James J. McGenty, will be commercial manager.

New Castle Grant

In New Castle, Pa., Keystone Broadcasting Co. was authorized to construct a 250-watt daytime station on 1250 kc. Stockholders are S. W. Townsend, now manager of WJW, Akron, who will be general manager of the new station, 80 shares; Fred W. Danner, president of Akron Typesetting Co., 80 shares; Herbert S. Kirk, advertising counsel of Universal Sanitary Mfg. Co., New Castle, who will become commercial manager, 40 shares; A. W. Graham, program director, WJW, who will be program director, 1 share. Call letters will be WKST.

Two in Arizona

In Globe, Ariz., Sims Broadcasting Co. was authorized to erect a station with 100 watts night and 250 day on 1210 kc. Firm is a partnership of Rev. William J. Sims, superintendent of the Southern Methodist Hospital, Tucson, who will manage the station; John W. Sims, his son, chief owner of the Sims Printing Co., Phoenix, publishing a weekly political magazine *Arizona Fex*, who will be commercial manager; Bartley T. Sims, organist and musician, who for 6½ years was with KEHE, Los Angeles, who will be program director. Call letters will be KWJB.

In Stafford, Ariz., Gila Broadcasting Co. was authorized to erect a station with 100 watts night and 250 day on 1420 kc. Stockholders are J. F. Long, local city councilor and theater owner, 100 shares; Kimball & Greenhalgh, local realty firm, 40 shares; Jesse Udall, attorney, 40 shares; Earl Hunt, technician and theater manager, 10 shares; C. F. Thomallo, secretary of the Graham County Chamber of Commerce, 10 shares. Call letters will be KGLU.

In Bozeman, Mont., Roberts-McNab Co. was authorized to erect a station with 100 watts night and 250 day on 1420 kc. Company is a partnership comprising Arthur L. Roberts, R. B. McNab and A. J. Breitbach, who operate hotels in Missoula, Mont., Jamestown, N. D., and Devils Lake, N. D. They also operate KRMC in Jamestown.

In authorizing the Bozeman station, the Commission denied the application of Gallatin Radio Forum for a 250-watt daytime station on 1420 kc. in the same city. This firm is headed by E. B. Craney, operator of KGIR, Butte, Mont. On April 6 also, a new 100-watt full-time station sought by William C. Smith in Bogalusa, La., was denied, as was the application of Virgil V. Evans, operator of WSPA, Spartanburg, S. C., for 5,000 watts day on 880 kc. WSPA now operates with 1,000 day on 920 kc.

NEWS-STUDIO — What may be the forerunner of an innovation in news broadcasting developed March 26 when the *Pittsburgh Press*, Scripps-Howard newspaper, dedicated a broadcast studio in its own newspaper plant, to feed daily news programs to KDKA. Seated left to right are E. A. Nelson, general manager of KDKA and Ed Leech, editor-in-chief of the *Press*, at the dedication. Building of the studio, stage by stage, was broadcast over KDKA in a series of dramatizations. The event also made front-page news in the *Press* almost daily and was one of a series of improvements instituted by Mr. Nelson since he assumed the KDKA management last November.

CIO Seeks Station

PLANS of CIO to apply for a broadcast station in San Francisco were announced in the April 9 issue of *CIO News*, national publication for the labor organization. The article stated the San Francisco Industrial Council of CIO had authorized Secretary Herman Stuylevaar to apply for "a Federal license and appropriate wavelength." Cost of setting up the station was estimated at $10,000.

Shortwave Broadcast Band Is Widened As Cairo Conference Comes to Close

WITH formal adjournment of the International Telecommunications Conference at Cairo, Egypt, April 8, practically all of the American delegates and accompanying representatives of private communications and broadcasting companies were either back in the United States early in April or were enroute home. The chief of the American delegation, Senator Wallace White Jr. (R-Maine), arrived April 5 on the *Queen Mary* and was in his Washington office next day.

Sailing from Alexandria, Egypt, April 6 on the *Excambion*, due in New York April 28, were Rear Admiral S. C. Hooper, who had been placed in charge when Senator White departed, together with E. K. Jett, FCC chief engineer and a delegate, and most of the others who attended the Cairo parley. Left behind to clear up final details of American participation were Francis C. DeWolf, of the State Department, a delegate; Lieut. Comdr. E. M. Webster, FCC engineer, and Gerald C. Gross, chief of the FCC International Section. They were scheduled to leave Alexandria April 16 on the *Exorchorda*. Comdr. Joseph R. Redmond, of the Navy, is staying abroad until May 12 on leave.

Allocations Improved

Rome was selected as the place for the next conference, scheduled for latter 1942, according to word from Cairo. Senator White reported that the Cairo conference completed its task of nearly 10 weeks in "good order", greatly improved spectrum allocations, stiffened radio tolerance requirements and provided for intercontinental aviation, especially for Polar, North Atlantic, Pan American and Transpacific flights.

While the Senator declined to discuss the specific allocations pending reports from his co-delegates now enroute, and pending the submission of his own final report to the State Department, he stated that the conference accomplished the widening of the international shortwave broadcasting bands for use by the whole world while Europe agreed to the principles of widening the regular broadcast band up to 1600 kc., already in force in North America.

Directly from Cairo, BROADCASTING learned that the newly-enlarged shortwave broadcasting bands will embrace the following new groups of channels: 6000-6200, 9500-9700, 17750-17850 and 21450-21750 kc. Other shortwave broadcast channel groups remain the same as under the Madrid Treaty. The effect of the widening is to make available 50 to 200 kc. space for additional channels in the enlarged bands. These will be available to countries in the regular routine of prior registration at the Berne Bureau of the International Telegraph Union.

Europe Using 1500-1600 Kc.

European countries, in order to make provision for more local broadcast services, agreed to the use of channels between 1500 and 1560 kc. in some regions while in others the entire band from 1500-1600 kc. will be used on a shared basis with fixed and mobile services. Shortwave broadcast facilities for tropical countries, notably in the Americas, were allocated in accordance with the outline in the April 1 BROADCASTING.

One of the most important accomplishments of the Cairo Conference was the success of the U. S. delegation in the major controversy over telegraph rates, in which its stand for the status quo was maintained over British and German demands for higher rates. This, said Senator White, means a saving to the public using plain language messages and to business interests using code messages.

Senator White said the Convention will not be ready for this session of the Senate. In the meantime, he indicated he was going to make a thorough study of the status of the Havana Treaty [see page 13] with a possible view to pressing it for ratification by the current Senate.

Government Committee On Foreign Broadcasts Files Tentative Report

A TENTATIVE draft of the report of the Interdepartmental Committee to Study International Broadcasting was submitted to FCC Chairman Frank R. McNinch April 7 by a subcommittee headed by Dr. John W. Studebaker, U. S. Commissioner of Education. The proposed report probably will be considered by the full committee, made up of executives of several Government departments, at a meeting planned within a fortnight.

Details of the report will not be divulged, it is understood, because the committee was appointed by President Roosevelt. The final report will be submitted to the chief executive for whatever disposition he may have in mind. Among other things, the committee considered the government attitude toward the Chavez-McAdoo Bill for creation of a Pan American international shortwave broadcasting station in San Diego, along with the whole subject of international broadcasting with particular reference to offsetting propaganda broadcasts from the dictator countries of Europe.

The committee has been functioning since Feb. 26 and has held several meetings. Members, in addition to Chairman McNinch and Dr. Studebaker, are Attorney General Homer S. Cummings; Harvey B. Otterman and George H. Butler, Treaty Division, State Department; Roy North, Deputy Third Assistant Postmaster General; E. K. Burlew, administrative assistant to Secretary of the Interior Ickes; Leslie A. Wheeler, chief, Division of Foreign Agriculture Service, Department of Agriculture; E. N. Bressman, special advisor to Secretary of Agriculture Henry A. Wallace; Dr. Alexander V. Dye, director, Bureau of Foreign and Domestic Commerce, Department of Commerce; Warren Lee Pierson, president of the Export Import Bank.

INS Granted Judgment In Suit Against KMTR

INTERNATIONAL News Service was granted a judgment April 6 by Judge Thomas C. Gould of the Los Angeles Superior Court for recovery of damages from KMTR, Beverly Hills, for alleged breach of contract. INS had asked recovery of $1,260 as balance due for service rendered and $2,361.86 in damages, the court ordering judgment entered for both amounts in full.

In the suit it was alleged that INS had supplied its news service to KMTR under a regular form contract, which the station sought to terminate in March, 1937. The court ruled KMTR must pay for 12 weeks of service to April 13, 1937, and found that KMTR had refused payment and also equity in unexpired portions of the contract.

AMERICAN OIL Co., Baltimore, for the third successive year, on May 14 will sponsor the Preakness, historic race, on 29 stations of a split NBC-Red network. Clem McCarthy will describe the event. Agency is Katz Co., Baltimore.

IN THIS CORNER--

"KID" DIVERSITY

Here's a pie-chart that sales managers will relish . . . because of its graphic portrayal of the payroll diversity that spells volume sales in good times or in bad.

. . . WHO HAS WHAT IT TAKES TO GO THE SALES ROUTE IN THE MILWAUKEE MARKET

● Pittsburgh kisses the canvas quick when its "Steel Sleeper" fails to find the button. Detroit goes down in a heap when the old "Uncle Auto" slapper misses connections. Minneapolis stands or sprawls on its "Wheatfield Whistler." Bangor, Atlanta, Dallas, Des Moines, Seattle — all get woozy if they can't find an opening for their pet economic "persuader."

But Milwaukee, l-a-d-i-e-s and g-e-n-t-s, is different . . . . with a difference that advertisers like!

This market relies upon no single Sunday punch to win the fight for sales. It lashes out with an astonishing assortment of payroll lefts and rights that whittle resistance right down to toothpick points.

Ringsiders tell us that for variety and versatility of defense, Milwaukee has no equal anywhere! Thanks to a 46% dominance of miscellaneous industries, no one of which contributes more than 2% to the general purse, Milwaukee is solidly shielded against a knockout by any one strike or any one slump.

The remaining 54% of the guard, behind which Milwaukee protects itself, consists of nine major outputs — the largest of which accounts for only 10% of the factory dollars spent!

No market in the world is less affected by economic strife or recession. No other market has more of what it takes to weather worry or knock sales curves sky high. Milwaukee is always ripe with spendable money. Cash registers will continue to ring here long after they're silenced elsewhere. Nowhere can you find a market with a more dependable, more secure type of prevailing prosperity.

Consequently, Milwaukee is a champ market for marketeers — the safest place in America for continued advertising investment. *Especially if the bid for business is made through The Greater Milwaukee Journal Station . . . WTMJ . . . Milwaukee's champ station!*

The Greater
MILWAUKEE JOURNAL STATION
EDWARD PETRY & CO., INC., *Representatives*
New York, Detroit, Chicago, San Francisco

WTMJ

THE TEXAS QUALITY NETWORK • •

EACH STATION AFFILIATED WITH THE NATIONAL BROADCASTING CO.

Ask for Texas Quality Netwo dard

EDWARD PETRY & COMPANY, IN—

HAN TEXAS!

You can do it lots of places but you can't do it in Texas.

Take the East, for instance—or certain midwestern sections where there is a high concentration of population in a restricted area: you can sometimes spotlight those markets with a combination of small stations. But it takes floodlights in Texas!

For Texas is so vast an area (265,896 square miles) in which live so many people (5,824,715) spread so evenly over the entire area (Dallas-Fort Worth-Houston and San Antonio account for only 16.3% of the population!) that you can't cover it with any group of small stations.

It takes the four great NBC stations which form the Texas Quality Network. They are tops in their respective cities of course, but more important, they are tops throughout the wide reaches of the state. Their effective influence areas merge to floodlight the entire state—every radio home in Texas—and more.

The one effective, economical way to reach the Texas radio audience — and seven million people *besides*—is to put your program on TQN.

WFAA-WBAP DALLAS FT. WORTH **KPRC** HOUSTON **WOAI** SAN ANTONIO

dard Market Data Brochure

N— NATIONAL REPRESENTATIVES

Beauty Time in Akron--A Utility's Saga

Indirect Approach Is Adopted to Sell Electricity to the Housewife

IMAGINATION is power. That is, it is powerful when developed and harnessed to be of service to man. How many times have you dreamed of the wonderful things you would do—the books you would write, the bridges you'd build or the inventions you would create —if you only had time! It is human nature to procrastinate. For every progressive thing that we ought to do for ourselves but don't, we alibi right out by saying, "I would if I only had the time." What woman hasn't dreamed of a heaven free from all household care and worry with time to devote to herself, time to heed the secret longings and desires of her heart.

This common trait of human nature stirred the imagination of a young advertising man. He reasoned that a direct approach utilizing this old alibi plus a worthwhile course for time improvement should appeal to the homemakers and this was the field he wished to reach.

Thus, George A. Webber, advertising manager of Ohio Edison Co., set out to write and develop a radio program based on a book utilizing this age-old appeal—"greater beauty plus more leisure hours in which to acquire this greatest of feminine charms."

The book which consists of 100 pages deals with subjects such as . . . care of the hands, skin, body, aids to beauty, and health—yet it is written and illustrated in such a manner as to instantly engage the interest of the reader. Throughout the entire book great care is taken to point out that the greatest beauty and health improvements can be produced by the woman herself, the time when she should see a physician, optometrist, dentist, or dermatologist being clearly indicated.

The Nation's Buyers

Nowhere is there any indication of a conscious effort of debunking. Yet, the woman who reads this book will find her thought on these matters to be so clearly and logically directed along sane channels that whatever illusions she may have entertained will vanish and she will be inspired to try to do these things for herself. The common sense methods he indicates do not promise miraculous cures, or overnight beauty out of a fancy jar. Mr. Webber shows conclusively that this is a matter of intelligence, patience and time.

This may seem like a long way around to approach the problem of selling electric current, good-will or what have you. But the author employs a novel method of accomplishing this end. Each page of the book carries a subtle though hard-hitting sales message, illustrated by that clever little character which was developed by Mr. Ashton B. Collins — "Reddy Kilowatt — Your Electrical Servant."

Since it is a generally accepted fact that women make upwards of 80% of the nation's purchases, it is only fitting that an appeal should be made written in an interesting manner to these women. Stressing the advantage and disadvantages of the rush and tear of modern living, Mr. Webber endeavors to methodize her working time with efficient, labor-saving electric equipment so that she may have time to beautify herself—enjoy her home, to play, to laugh. His appeal is to the universal soul of woman.

GEORGE A. WEBBER

In any booklet designed to sell a certain promotion it is a temptation on the part of the author to allow endless advertising to break into its continuity in order to please his client. This often leads to the finished product being the well-known "Beautiful but uneffective waste basket form of advertising." Mr. Webber has guarded against overemphasis in direct advertising that so often usurps the usefulness and appeal of the promotion piece and can easily defeat its own purpose.

Using but one-sixth of the type area at the bottom of each page he shows her how to take time for herself and how to do the things she knows she should do if she is to be happier, freer and healthier. She is taught that her cheapest servant is Reddy Kilowatt—her electrical servant whose wage is paid not in dollars but in pennies.

Heading each chapter of the book devoted to the different subjects such as hands, hair and skin, a full-page advertisement is used to emphasize the importance of electric service in woman's quest for greater loveliness. For example, in discussing "over-weight" and "under-weight," there are presented many suggestions for increasing the weight as well as for reducing. Here Mr. Webber ties in the cheapness of electric service by saying "Ladies, if you had reduced in the last few years in proportion to the reductions that have been made in the cost of electric current, you would weigh less than half as much as you do now." Through the employment of similar ideographs every page becomes a balanced document pointing the way to greater freedom from time-consuming duties, pointing out more clearly than ever that the person who does the work that electricity will do is working for less than one cent per hour.

Tie-Ins Galore

In analyzing the book it was interesting to note the clever manner in which Mr. Webber steered clear of danger zones. Any book dealing with such subjects or recommending any treatment other than a general one could cause controversy and dissension. However, only suggestions and treatments commonly advised and thoroughly indorsed by competent authorities were selected, thus the good-will of professional people such as beauticians and doctors was maintained. Mr. Webber does not set himself up as an authority on beauty and certainly does not profess to work medical cures, but the application of the rules he has selected will encourage any mother or daughter who follows them with perseverance and patience. The thought of health and beauty as realizable achievements is so logically laid down and so firmly and consistently held that there is little doubt of the result.

The book having been developed, Mr. Webber used the newspaper and radio to complete the program. In order that a close check could be made, the program was promoted only in the Akron Division of Ohio Edison Company. Signing with the local broadcasting station on a three months' trial basis for 15 minute programs daily except Sunday, the activity got underway early in April. By the first of June the program had met with so great a response that it was necessary to arrange for a second printing of the book and renew the radio contract.

The radio programs are presented by a young lady, Miss Ruth Richey, thus the title *Ruth & Reddy*. She discusses various timely topics of interest to the homemaker, including discussions from various chapters from the book, "Hints to Health, Beauty and Charm" with the announcer plugging the advantages of electric service such as cheapness and the importance of using electric labor-saving appliances in the homemaker's beauty program. This method of sales promotion offers unlimited opportunity to tie-in and reap a new harvest with suggestions for Mother's Day, birthdays, holidays and similar occasions. During the month of June, Miss Richey made timely suggestions of electric appliances for wedding gifts, showers and anniversaries. The many types of subjects that are of interest to the homemaker such as fashions, recipes, home decoration and beauty hints tie-in harmoniously with all appliance advertising.

To create further good-will, Miss Richey was instructed to contact the leading department stores and dealers. This was done by letter, telephone, and by personal visits. They were told first-hand that the program was designed to help them as much as it was the Edison Company and any special promotion such as style shows or beauty suggestions they wished broadcast on the *Ruth & Reddy* program would be done gladly.

Radio Contest Series

Several electrical manufacturers and distributors were also contacted and arrangements were made with each to give away an electric range. These were presented to the radio audience in the form of a contest and the contest for each range given away lasted thirty days. During this time, newspaper ads were released and a portion of each broadcast was used to stress the outstanding features of this particular make of range and instruct the listening audience to call at their nearest dealer handling this particular make of range. The homemaker was then asked to write a letter of not more than 150 words beginning with the sentence, "I would like to have an electric range because—" The winner of each contest was introduced personally on the radio program and the representative of the respec-

(*Continued on page 55*)

BEAUTY and kilowatts got together inside the head of George A. Webber, advertising manager for Ohio Edison Co., and out came a book called "Health, Beauty and Charm". More than 34,000 Ohio women clamored to get their copies and find out how the mythical "Reddy Kilowatt—Your Electrical Servant" could help make them more lovely. Then came a radio series called "Ruth & Reddy" which tied-in with the book to make a program natural. Local distributors got so heated with success that they gave away electric ranges in radio contests which ran Mr. Webber's informative book far into a second edition.

A Smooth Path

TO THIS BILLION DOLLAR MARKET

The smoothest path to Southern New England's billion dollar market is also the surest—through the 50,000 Watts of Station WTIC. Ross Federal's survey shows that WTIC outranks its field in popularity to the tune of 60% of the families in the Hartford area compared to 24% who listen to the number-two station at any given time.

As for WTIC's popularity with advertisers—based on its record as a business builder, consider this impressive record of Southern New England's number-one station—

FIRST

In Number of
Network Advertisers

In Number of
National Spot Advertisers

In Number of
Local Advertisers

Write today for our interesting 32 page brochure giving full details on the Ross Federal Survey and facts about the WTIC billion dollar market.

WTIC

50,000 WATTS
HARTFORD, CONN.

The Travelers Broadcasting Service Corporation • Member NBC Red Network and Yankee Network
Paul W. Morency, General Manager • James F. Clancy, Business Manager
Representatives: Weed & Company • New York Detroit Chicago San Francisco

FCC Again Upset By Federal Court

"Statements Are Not Correct," Says El Paso Case Ruling

CONSISTENT with its recent series of reversals of FCC actions, the U. S. Court of Appeals of the District of Columbia on April 7 handed the Commission another juridical jolt by denying its petition for rehearing of the so-called KTSM case in which it had reversed and remanded a decision granting a new local station in El Paso, Tex., to Dorrance D. Roderick, publisher of the *El Paso Times*.

Adopting the unusual procedure of handing down a written opinion, whereas motions usually are handled from the bench, the court used strong language in denying the petition. Pointing out that the petition of the Commission stated the court, among other things, had ignored basic facts in connection with its findings of need for a new station in El Paso, and that the FCC ignored its own rule laid down in another case decided last month, the court said: "These statements are not correct."

What Is an Inference?

In detail, the court explained that it did not ignore the Commission's statements, but considered them with great care. It held that these did not logically support the ultimate finding of public need for an additional station in El Paso. As in previous cases, the court, with meticulous care, sought to convey to the Commission the manner in which evidence should be weighed. For example, it went to great length to explain that by the word "inferred" is meant there shall be some "rational or coherent relationship between basic facts and the ultimate facts, that the latter shall flow logically from the former."

To the FCC contention that the court erroneously held incompetent the testimony of Mr. Roderick as to probable financial support available, which had been admitted as expert testimony, the court said the record did not show he was qualified as an expert, and that even if it did, the FCC was clearly erroneous in treating him as an expert. The Court then defined an expert witness as one "who is skilled in some art, science, trade, profession or human activity, and possesses peculiar knowledge concerning it."

After the petition for rehearing had been filed by the FCC, Arthur W. Scharfeld and Philip G. Loucks, counsel for KTSM, filed an opposition to it. Whether the FCC, on the questions of law envolved, will seek a Supreme Court review, it is understood, is being debated in the FCC law department.

Saginaw Case Stayed

On April 7 the Court also granted a stay of mandate, on motion of Attorneys Loucks and Scharfeld, to permit a petition for a writ of certiorari to the Supreme Court in the Saginaw Broadcasting Co. case, involving a new station in the Michigan city decided March 16, in which the appeals court reversed and remanded the case to the FCC on the ground that the statement of facts upon which the case was decided was in error in several respects.

The Supreme Court writ will be sought on that part of the court's decision denying the motion of the successful applicants before the FCC, Harold F. Gross, operator of WJIM, and Edmund C. Shields, for dismissal of the Saginaw Co. appeal on the ground that it had not been taken within 20 days of the effective date of the decision, and that the court therefore had no jurisdiction to consider it.

Guestitorial

Weak From Weeks

By JOHN T. VORPE
Advertising Manager
WHK-WCLE, Cleveland

REPRESENTATIVES of the various organizations call upon the officials of a radio station with all sorts of WEEKS. "Be kind to Dumb Animals Week" vies with "The Ohio Bankers Association", which desires 15 minutes per week to present a program on agriculture! "Eat More Oranges Week" is celebrated during the same period of the calendar as "Know Your Branch Library Week" while the banana growers, not to be outdone, come along with "National Banana Week" which also happens to be "Civic Clean-Up Week". So what?

Perhaps all radio stations in the United States should unite in celebration of a week to end all weeks —"Be Kind to Radio Week!"

During that week the pleas of the representatives of numerous institutions for the propagation of "weeks" would consider the position of the radio executive who has only 24 hours per day in which to support his station and serve the public interest, convenience and necessity.

And Still They Come

National improvements seem to attract more attention than any other sort of movement, and for that reason the "National Defense Week" was treated rather kindly at WHK-WCLE. As a result the stations also had to join in the celebration of "Spanish War Veterans Week", "Veterans of Foreign Wars Week", and "American Legion Week". Then the American Legion Auxiliary wanted to have a week after that, just to keep things going. By that time station executives were waiting for a veteran of the American Revolution or the War of 1812 to celebrate his week.

The Bar Association approached the program director. Their request was for several periods to dedicate to the celebration of "Constitution Week." The idea received official O. K. When the scripts arrived, they mentioned the celebration and then dealt in volumes about the way the Constitution is being treated by the present Administration.

From law to meat is an easy stride in radio, so "National Meat Packers Week" requested a period to dramatize the slaughter of hogs and cattle, the dramatization to be done by one of the innumerable groups of Little Theatre actors and actresses, who spend all of the time they are not pestering radio officials in thinking up plans to place before influential groups who might care to use them free on radio time.

These alleged Little Theatre Groups haunt any one who has the license to schedule programs. For one thing, they are seldom capable of anything but dramatization of the slaughter of cattle. If they are good, and secure a spot on the air of their own right, then all their competitors race to the station to demand equal facilities.

Youth must keep moving, so the City Council of Youth plans a celebration of one week's duration. They plot a march on the Nation's capital, and want a short-wave description of their departure. When the station refused they called off the parade. Undoubtedly because the newspapers and newsreels weren't there either.

The health situation of the nation is emphasized by the Community Fund and Red Cross, both of which have their weeks. The Y.M.C.A. has just celebrated its week, so the Y.W.C.A. will be along any minute. Of course, these two dignified social agencies tell the Child Health Association, which also demands radio attention for a "Child Health Week".

"Time to Lay Eggs"

Children must live in houses, and houses are built on lots, so the Real Estate Board wants a weekly series of housing programs. They are generous in their demands however, for they offer the station a transmitter site which was formerly farmer Jones estate, and is located in a damp valley which offers a remarkable ground connection at the special price of $15 per acre instead of $18 which it is worth.

Until need for a new transmitter arises the engineers could go into the poultry raising business in celebration of "National Poultry Congress Week" which will be held in Cleveland in 1939, and is already asking for time to lay eggs on various programs which they think should originate in the studios of WHK-WCLE.

Give radio just one tiny week to prove that it can educate and entertain, rather than just promote!

Watch Tower Hookup

WATCH TOWER Bible and Tract Society, Brooklyn, is arranging for the speech of its head, Judge Rutherford, on June 5 to be broadcast on a special West Coast hookup of 25 to 30 stations. The occasion for the broadcast is the convention of Jehovah's witnesses of the Northwest, to be held at the Civic Auditorium in Seattle. Acorn Agency, New York, is in charge.

VOTE GETTER — WOOD, Grand Rapids, Mich., stuck a microphone in the city hall tower on April 4, election day, to bring an hourly tolling of the giant bell. A message was read each time, such as, "That, citizens of Grand Rapids, was the big city hall clock striking (blank) o'clock, and reminding you that you have just (blank) hours left to vote, today." As a result the vote was 25% higher than the usually accurate forecast of Jacob Van Wingen, who has been predicting the total vote with uncanny accuracy for 15 years. Above are David H. Harris (left) and Edward H. Denkema, WOOD staffmen, putting returns on the air.

Test of Copyright Act

VALIDITY of the Federal Copyright Act has been attacked by Groucho and Chico Marx, film comedians, in an appeal submitted to the Federal Circuit Court, San Francisco, in which the brothers are asking a reversal of a lower court judgment fining them $1,000 each for asserted copyright infringement. The lower court decision was based on the Marx brothers' asserted use of a radio script, The Hollywood Adventures of Mr. Dibble and Mr. Dabble, written by Carroll and Garrett Graham in 1934, and used in a broadcast over KHJ, Los Angeles, in Sept., 1936 [BROADCASTING, May 1, 1937]. Civic suit of the Grahams, filed in Los Angeles on Oct. 16, 1936, for asserted plagiarizing the script, was settled out of court early last year for a sum said to be in excess of $5,000. The Grahams originally asked $26,000. The Federal Grand Jury in Los Angeles on April 14, 1937, indicted the two Marx brothers for violating copyright laws basing the charge on facts presented similar to those in the civic action. Their trial and sentence followed.

ASCAP Florida Ruling

A TEMPORARY injunction restraining the State of Florida from making effective its anti-ASCAP law pending adjudication of ASCAP's petition for a permanent injunction, was granted April 4 by the three-judge Federal District Court in New Orleans. The plea for the injunction was opposed by the State of Florida at a hearing in New Orleans March 3 before the court. The court at the same time denied the State motion to dismiss the complaint. The opinion did not pass upon any of the matters relating to ASCAP operation raised by the State during the argument but was a "per curiam" opinion.

FORD MOTOR Co., Detroit, on July 5 switches for 11 weeks, *Watch the Fun Go By* with Al Pearce on CBS from New York to Hollywood.

ARE YOU HITTING OR MISSING THE WEST'S 3RD LARGEST MARKET? . . . .

ACCURATE CHECKS have proven conclusively that Inner California . . . one of the most lucrative markets in the entire nation . . . can *not* be covered adequately by San Francisco or Los Angeles radio stations.

Are the McCLATCHY Stations on *your* NBC network? *Only* these stations . . . regular NBC Red & Blue Network outlets . . . offer complete coverage of Inner California . . . with 80% of the radio families in this rich trading area "regular McClatchy Station listeners". Spot or network, day or night, this audience is *competition proof!*

The McCLATCHY stations owned and operated by the McCLATCHY BROADCASTING COMPANY . . . affiliated with the Sacramento Bee, Fresno Bee and Modesto Bee . . . provide an ideal set-up for "testing" because of their isolation and exclusive coverage.

INNER CALIFORNIA . . . it's heart as far from San Francisco as Baltimore is from New York . . . includes the key distributing centers of Sacramento, Fresno, Stockton and Bakersfield . . . all four among the nation's leaders in per capita retail sales. You *must* cover this market in order to "sell" California. You will miss it if you ignore its "home" network . . . the popular McCLATCHY Stations!*

KFBK SACRAMENTO
NBC—Red & Blue
KWG STOCKTON
NBC—Red & Blue
KMJ FRESNO
NBC—Red & Blue
KERN BAKERSFIELD
NBC—Red & Blue
KOH RENO, NEVADA
CBS
★
Represented nationally by the
PAUL H. RAYMER CO.
New York · Chicago · Detroit
San Francisco

The McCLATCHY Broadcasting Company maintains a top rank merchandising service comparable to the best in the nation. Requests for all types of marketing information concerning the important Inner California trading area will be promptly answered by McClatchy Broadcasting Company, Sacramento.

*For a complete coverage of all California use the California Radio System which includes the McClatchy Stations and popular station outlets in both San Francisco and Los Angeles.

McCLATCHY BROADCASTING COMPANY SACRAMENTO CALIFORNIA
California Radio System

Higher Station Tax In Canada Sought

Fee of $10,000 a Year Named In Parliamentary Inquiry

By JAMES MONTAGNES

CANADIAN broadcasters are next in line to have their annual license fees increased, it was intimated by L. W. Brockington, CBC chairman, at the Parliamentary committee hearings in Ottawa, after one member of Parliament suggested that the 72 Canadian commercial broadcasters each should pay an annual license fee of $10,000 to enable the CBC to do away with all need for commercial programs.

While Mr. Brockington did not agree that private broadcasters should pay an annual fee of $10,000, he said the time was long overdue when some stations making considerable profits should be called upon to pay more than $50 a year for use of the air. Set taxes were revised to $2.50 a year April 1, as against the former $2.

The CBC is now investigating the profits of existing private broadcasters with the idea of charging them higher license fees. Chairman Brockington said he has heard that some of the private stations, having written off all their physical liabilities, are making $100,000 a year, and he thought it ridiculous that these companies should make such profits without contributing toward better radio for the sparsely settled areas.

A Probe of Newscasts

Private broadcasters again were told they have no vested rights in the air. There will be a reallocation of channels when the Havana agreement is completed, Mr. Brockington stated, and pointed out that the CBC does not recognize final and continued ownership of any channel.

Radio newscasts also came in for a probe by the committee when members asked the CBC general manager, Gladstone Murray, if the Canadian Press, an association of newspapers similar to the Associated Press, had tried to keep Transradio Press out of Canada. Mr. Murray replied that "there has been no attitude taken by the Canadian Press other than to make the CP news so excellent that it would be only good policy for the CBC to give it preference. We do give it preference, but only on its merits." The CBC does not plan to interfere with other newscasts as those sponsored by newspapers. Neither the Canadian Press nor the CBC desire to set up any monopoly in restraint of trade, he said.

Mr. Murray admitted to the committee that the CBC had cut commercial rates to attract big United States advertisers.

Asked if private stations had been forbidden by the CBC to organize private-station national networks to carry United States commercial programs, he stated that the previous Canadian Radio Broadcasting Commission had taken the stand that substantial national private chains dependent upon United States advertising should be discouraged. The CBC had never indicated any change from that policy.

Because the Parliamentary committee would not hear representatives from the Canadian Association of Broadcasters and the Canadian Manufacturers Association as to the condition of broadcasting in the Dominion, two committee members, J. Earl Lawson and A. M. Edwards, both conservatives (opposition), stated on the last day of the hearings April 7 they would not take part in preparation of the committee report or sign it. The committee chairman and government members maintained that the committee was empowered only to investigate the work of the CBC.

OLDEST PROGRAM OF THEM ALL

Sachs Quality Furniture, New York, Claims Title As Dean of Currently Active Series

EDITOR, BROADCASTING:

We may be a bit prejudiced, but we wish to break wide open the controversy on the question of which is the oldest radio program on the air. We understand that Cities Service claims this distinction. However, they give the date of the beginning of that program as December, 1927.

Sachs Quality Furniture claims the distinction of having the oldest commercial program on the air today. We have sponsored the "3 Little Sachs"—known on the radio pages of newspapers as the "3 Little Funsters" — for 13 years. Specifically, this program was started Nov. 21, 1925, on WMCA.

As you may know, it is now on WMCA 7 times a week, with half-hour visible audience programs on Wednesday evenings and Sunday afternoons; the other five times are 15 minute periods. Today's program of the "3 Little Sachs" will be announced as the 5,407th.

While on the subject of radio, we wish to emphasize our interest and attitude on this medium by the additional information that we also sponsor an Italian program on WOV in New York, for a 15-minute period every day except Sunday, which is a half-hour program. This program stars the Chippaduccis, which a recent survey showed to be the most popular Italian radio program.

Sachs also sponsors a Jewish program on WEVD in New York, featuring the now famous "Yiddishe Shikse".

We invite any other claims to the distinction of the oldest commercial program on the air today. If these are not forthcoming within a reasonable length of time, will you please send us the diamond-studded crown indicating the championship of that division?

Sachs Quality Furniture Inc.,
P. F. WOLK.

April 4

FIRST — Whether Don Hastings, manager of KDB, Santa Barbara, was the first sidewalk interviewer may be disputed by a few hundred other pioneers, but at least he is the first person to file a tenth anniversary claim for street talking. He claims to have originated the program Oct. 8, 1928, at WFBM, Indianapolis, along with Bailey Fesler, now with RKO in Hollywood, and submits this photo with the label "taken during one of the popular sidewalk interviews". The microphone appears on close examination to belong to KFWB, Hollywood, where he once announced.

Airtemp Cooperatives

AIRTEMP Co., Dayton, air-conditioning subsidiary of Chrysler Corp., is using spot announcements in various cities, placed locally by dealers. Agency for Airtemp is J. Stirling Getchell, though the local advertising, paid for cooperatively, is placed direct.

NEW WHIP OFFICES OPENED IN CHICAGO

WHIP, Hammond, Ind., opened executive sales offices in Chicago April 4 at 520 N. Michigan Ave. and will shortly add studios, according to Hal. R. Makelim, manager of the station, who will make his headquarters there together with the sales staff. With the removal of the sales office downtown the South Side Chicago offices at 1525 E. 53rd St. have been eliminated.

The Chicago sales staff now consists of E. S. Dickinson, Harry Roessing, Frank Zolinsky, and Harris R. Angell. Eleanor Fuller, secretary to Mr. Makelim, and only woman television engineer in the country, is also in the Chicago office. George Neise, formerly with WJJD and for the last six months a free lance actor working on *Court of Missing Heirs* and other shows, has been appointed chief announcer at WHIP.

KMA To The Rescue

WHEN a sleet and ice storm took communication and power lines out of service in many Iowa communities April 6, KMA, Shenandoah, immediately offered its facilities to the Iowa-Nebraska Light & Power Co. for communication to various substations and power plants in western Iowa and eastern Nebraska. Radio dispatching of loads and circuits enabled restoration of light and power to seven western Iowa towns at once. KMA continued handling messages to line crews and load dispatchers throughout the night.

Nox-Odor in Spots

NOX-ODOR Mfg. Co., Blandonsville, Ill., (refrigerator deodorizer), on April 15 started daily spot announcements on WJJD and WAAF in Chicago and WIND and WHIP in Gary and Hammond, Ind. Nox-Odor sells direct to consumers. Selviair Broadcasting System, Chicago, is the agency.

Press Wireless Seeking Permit for Handling of Transoceanic Programs

MODIFICATION of licenses held by Press Wireless Inc., point-to-point press subsidiary handling press dispatches via shortwave, to permit handling of transoceanic broadcast program relays, was asked by the corporation in hearings held before the FCC April 4-6. In addition to this service, Press Wireless asked for modification to permit multiple address radiotelephony service for press use.

Fred Weber, general manager of Mutual Broadcasting System, testified April 5 that his network was using Press Wireless service at present and was anxious to see the authority granted since it would permit free interchange of international broadcast programs at considerably cheaper rates. It was estimated that the Press Wireless rates were between 35 and 60% lower than those of other communication carriers.

Joseph Pierson, president and general manager of Press Wireless, declared that his organization computed its rates on the basis of cost which included factors of power and time of transmission and not "what the traffic will bear". Responding to questions by FCC counsel Bartlett, Mr. Pierson said he felt that program service via Press Wireless would be superior to shortwave broadcasts because the latter are listened to only by a small portion of the population, whereas the regular broadcast stations of foreign nations and of this country are sizeable.

In advocating granting of the Press Wireless applications, Mr. Weber said his company was handicapped at present due to the high rates for programs via the existing radiotelephone services. He added that in all discussions that Mutual has had with foreign administrations for broadcast of foreign programs, these nations have requested reciprocal programs from the United States. High costs of supplying such programs have seriously handicapped Mutual in obtaining favorable arrangements for programs from foreign sources, he said.

Under cross examination by Frank Wozencraft, general attorney for RCA, Mr. Weber said that aside from cost Press Wireless had nothing to offer that could not be obtained from the existing radiotelephone services and drew the admission from the witness that his company had never had any complaint with the service rendered by RCA Communications or A. T. & T.

Miss Shedlove at WHN

POLLY SHEDLOVE, for six years conductor of the *Polly the Shopper* program over KSTP, St. Paul, on April 18 inaugurates a half-hour daily shopping program over WHN, New York. To be broadcast 9-9:30 a. m., the participating program will include fashions, shopping hints, beauty talks and the like, following the pattern used by Miss Shedlove at KSTP.

KGVO, Missoula, Mont., on April 6 was authorized by the FCC to increase its day power to 5,000 watts on 1260 kc.

America's foremost business execs, Hardly can wait from one issue to next!

peep

Broadcasting's near-100% circulation, Will spread your story all over the nation.

Vol. 1, No. 5 April 15, 1938

"We'd better adjourn, Cadwallader! It's the new issue of BROADCASTING!"

¶ COMPARE BROADCASTING's *current* advertiser and agency circulation with, say, a year ago. You'll be surprised at the big gain . . . gratified by the increased radio-mindedness of America's leading advertisers. ¶ Today BROADCASTING's 7200 circulation includes nearly 100% of the firms that count. ¶ BROADCASTING makes them radio-minded; keeps them that way. That's its job! *And that's why it will do the job for your station!*

BROADCASTING

National Press Building — Broadcast Advertising — Washington D. C.

Your

WHEN you pay for a fifteen-man orchestra, you expect to get 15 men! When you buy thirty minutes on the air, you expect to *use* 30 minutes. When your order calls for ten stations, you want 10—no less!

And when you buy transcriptions, you expect them to reproduce all of your program. Not two-thirds of a piano, or three-quarters of a violin. Not most of the music, but *all* of it!

You expect your transcriptions to deliver *all* the vocal beauty of your high-priced singer, *all* the tense drama of your actors, *all* the atmosphere of your sound effects, *all* the penetrating personality of your commercial announcer. You want your entertainment *and* your sales message to *live* in the ears and minds of your listeners.

There's only one sure way to get "Living Sound" when you buy transcriptions. That is through WORLD'S *Vertical-Cut* Wide Range recording method. There's nothing on the air

noney's worth in

SOUND

to equal its beauty and realism. Let your own ears prove, in an audition at any World office or World-affiliated station, that *Vertical-Cut* recording and reproduction means your money's worth in sound.

Over 120 leading advertisers specify WORLD'S *Vertical-Cut* method for their transcribed programs, involving more than 30,000 station hours a year — $10,000,000 in station time alone — testifying to the amazing quality of WORLD'S "Living Sound" recording.

WORLD BROADCASTING SYSTEM

Transcription Headquarters

ATLANTA · CHICAGO · NEW YORK · HOLLYWOOD · SAN FRANCISCO · WASHINGTON

XUM

BROADCASTING and Broadcast Advertising

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Clearing House

AS A GROUP broadcasters are becoming rather callous. After years of experience they can readily spot a time-chisel, a per inquiry offer, or skillfully-worded commercial disguised as a sustainer, in the middle of the morning's stack of mail—and send it sailing into the wastebasket.

The problem diminishes in industrywide importance day by day as more worthy "prospects" after a few unsuccessful forays often return as legitimate business.

But broadcasters are confronted with a much more serious problem in time demands made by governmental agencies. It would be unjust to characterize them as time "chisels", for that is not the intention. Yet the ever-increasing volume of demands for time from Federal agencies is causing concern in broadcasting ranks, not only because there aren't enough hours in the day to accommodate them, but because of the seeming introduction of a "pressure" element now and then.

The most recent instance is the National Air Mail Week campaign. The effort is described elsewhere in this issue. Quite innocently, Paul R. Younts, executive chairman of the campaign, has solicited all stations to cooperate by giving time, but lends a new twist to the request by proposing a competition among them. Logs would be kept by stations, and the top donor of time in each of three power categories would receive an award in the name of FCC Chairman McNinch.

To some broadcasters there seemed to be an element of compulsion in the campaign, which was not intended. The proposal that stations submit logs of their Air Mail Week broadcasts, was feared as a building up of a record that might be scrutinized by the radio authorities and possibly used against those who did not cooperate. When this was brought to the attention of Chairman McNinch and of Mr. Younts by BROADCASTING, both quickly disclaimed any such thought. Stations have been so advised.

This is only one of many efforts on the part of governmental agencies to seek contributions of time. It tends to illustrate the difficulties under which station operators labor. Stations cannot meet the public interest standard by broadcasting haphazardly without regard to program balance the constantly mounting volume of program "requests" emanating from official Washington.

The current episode emphasizes the desirability of establishing a clearing house for government programs. Possibly a small board could be set up to coordinate radio material, and to confer with industry representatives before launching "campaigns." A top limit of time which would be asked by the entire Federal establishment could be devised. And definite standards could be established to insure acceptable script and programming.

We believe this should be done before the situation gets out of hand. Funds already appropriated for government studios, workshop projects and exploratory surveys might well be diverted to such a practical undertaking.

Transcriptions

WHENEVER a business or an idea takes hold and begins to thrive there are at once hordes of imitators. Often they are parasites who seek quick money by riding on the other fellow's momentum. They produce cheap imitations with all the surface appearances of the real product.

This has become true in the electrical transcription field to an alarming degree. It is already having an adverse effect on the other side of the microphone. Fly-by-night companies are peddling poor quality recordings to stations under the sham of studio-recorded productions. Many of these are slam-bang re-recordings, throwing transcription quality back to the pre-crystal set era.

It was only a few years ago that transcriptions carried the connotation "canned music". The regulatory authorities had placed rigid restrictions on them making mandatory their announcement before and after each rendition. They were stigmatized in the public eye. Then, due to pioneering work of old-line companies, quality was improved. Public acceptance followed. The FCC finally modified its regulations, giving recognition to electrical transcriptions made exclusively for broadcast purposes.

In the last two years spot broadcasting has come into its own because of high-quality transcriptions and the development of high-quality library services. A transcription connotes a specially produced studio rendition recorded on wax, instead of transmission by telephone line to stations. It is an *original* broadcast performance. Only the distributing medium is different.

Thus, it is only because of the success of the actual transcription that the imitators have developed in droves. Broadcasters should beware of inferior recordings, lest there be a revival of the "canned music" crusade, and a deterioration of program quality that will turn the program curve downward after a steady march in the right direction.

There is another factor, too. A dubbed recording sold under the guise of a transcription made exclusively for broadcast purposes constitutes deception. It is a field into which the Federal Trade Commission has gone in other products. It might find it advisable to study the "transcription" field, too.

Let Well Enough

IN THESE days of business unrest, Uncle Sam's servants, whether in Congress or in its various bureaus and commissions, ought to look with satisfaction upon the healthy state of the business of broadcasting. Elsewhere in this issue we publish 1937 profit figures of the major units of the industry, and also the revenue figures of the national networks for the first quarter of this year. We also publish the comments of one of our own observers based on a recent tour; he found the broadcasting business good generally, the broadcasters increasing their stature and prestige in their local communities, and the operators of stations engaged in a veritable building boom so far as studio and transmitter equipment are concerned.

All of this, providing employment for thousands at no direct cost to the American public, while at the same time everyone recognizes that programs are ever improving, should impel the authorities in Washington to encourage rather than discourage an industry which furnishes an outstanding example of American initiative and enterprise. Longer licenses would be a step in the right direction.

The RADIO BOOK SHOP

VOLUME II of *Television*, the future of the new art and its recent technical developments, has been published by the RCA Institutes Technical Press, New York. The book contains 28 discussions by leading RCA engineers and television experts of recent research work and field tests in the development of visual radio. Among the chapters of special interest are, "What of Television?", by David Sarnoff, president of NBC; "Equipment Used in Current RCA Television Field Tests," by R. R. Beal, RCA supervisor of research; "Television Problems—A Description for Laymen," by A. Van Dyck, manager of RCA license laboratory; "Iconoscopes and Kinescopes in Television," by V. K. Zworykin, RCA director of electronic research. The book is replete with graphs and pictures of recent experiments.

POLITICAL time is discussed by Harold A. Engel, formerly of the National Association of Educational Broadcasters and now promotion manager of WHA, Madison, Wis., in an article titled "The Wisconsin Political Forum" appearing in the April issue of *Public Opinion Quarterly* (School of Public Affairs, Princeton U., $1). Mr. Engel praises the merits of state-owned stations during political campaigns, suggests that minorities will not be heard as long as political time must be purchased.

We Pay Our Respects To —

EDNEY RIDGE

A VOICE for radio in Congress to offset the small but vociferous group in the House who belabor broadcasting whenever opportunity arises, has long been the desire if not the need of the broadcasting industry.

The next session of Congress, which convenes in 1939, may have such a spokesman. If Edney Ridge, general manager and part owner of WBIG, Greensboro, N. C., emerges victorious in the Democratic primaries in that State in June, a practical broadcaster who knows the business from the operating end will grace the halls of the lower House. The elections are not until November, but the Democratic nomination is tantamount to election in North Carolina.

In Major Edney Ridge, ex-soldier, ex-newspaperman (publisher as well as reporter) and practical broadcaster, the industry would have a champion meeting all the requisites of basic knowledge about radio. Misinformation about the broadcasting industry spread through Congress by antagonistic groups has assumed amazing proportions. The bombardments against the industry have increased in frequency. There just hasn't been any return fire.

Broadcasters know that these attacks, given added circulation by anti-radio press groups and by the amusement trade press, can be answered logically, soundly and completely. In Major Edney Ridge they would achieve a voice in Congress who knows the answers, because he has found them for himself in making the wheels go round at a broadcast station since 1932.

When Edney Ridge announced his candidacy last month for the seat to be vacated voluntarily by Rep. W. B. Umstead, he was the eighth Democrat to enter the race. But he is given more than an even chance of winning the nomination. His announcement of a "100% New Deal" platform won spontaneous support in his district. Even the newspapers which have been openly competitive with him in business rallied to his candidacy, singing his praises as "energetic, resourceful and enterprising", and "independent in spirit, word and deed".

Fifty years old, Major Ridge is a native of Greensboro, and the descendant of a family which for 150 years has lived in the State and which has sent soldier sons to every war in the Nation's history. He had an early active Army service which in 1916 took him on the punitive Mexican expedition. He was in the regular Army service overseas for two years, achieving the rank of major and returning to enter newspaper and advertising work on the *Greensboro Daily News*. From 1927 to 1932 he was manager and part owner of the *Greensboro Record*. After its sale he became the operating head of WBIG. Last year he acquired an ownership interest in the station, a CBS outlet that has thrived under his direction.

Edney Ridge teamed up with radio because he felt it was a logical projection of the newspaper. In a region where the radio-press war was at white heat, he held that "radio is complementary to the newspaper, and there is no fight between the two". Bringing his rich newspaper experience to radio, under his direction WBIG was developed from a state of virtual insolvency and community impotency to one of steadily growing influence and established leadership in civic affairs and program ethics.

Another of the Ridge radio tenets is that broadcasting stations are public servants and not merely quasi-public enterprises. From that conviction has sprung a thorough and highly-developed policy of cooperation with educational, civic and charitable organizations of Greensboro and North Carolina. Similarly, definite program and advertising standards were established under the Ridge aegis long before such a trend became widespread in the industry.

Edney Ridge's outstanding quality is abounding energy. This is coupled with an audacious courage which friend and foe alike respect. He will fight at the drop of a hat in defense of his personal or business standards. Yet he is no troublemaker, for his disposition is sunny and his manner pleasant.

At 22, Edney Ridge enlisted in the Army and in two terms of enlistment fought his way through the ranks. The records show he was commended numerous times by high officers of both the American and French armies for service abroad. At the time Major Ridge sold his interest in the *Greensboro Record* and quit as its publisher, Chief Justice Stacy of North Carolina made a public statement in which he cited his "real courage and indomitable will," adding: "I have found him a man of true steel and a loyal-hearted friend".

In 1916, Edney Ridge married Miss Lorraine Procter of Durham, N. C. He is active in the Veterans of Foreign Wars and the American Legion, as well as in practically all civic and charitable enterprises. His primary hobby is his work.

PERSONAL NOTES

HUGH M. FELTIS, commercial manager of KOMO-KJR, Seattle, was in Washington the week of April 11 to show the stations' film, recounting its activities and graphically depicting the Seattle market, to Department of Commerce and U. S. Chamber of Commerce officials. He planned to be gone from Seattle until mid-May, spending most of his time in New York and Chicago contacting agencies.

WILLIAM S. PALEY, CBS president, will head the committee to solicit radio broadcasting companies and their employes for contributions to the $10,000,000 campaign of the Greater New York Fund to supplement finances of private welfare and health agencies.

HERBERT PETTEY, associate director of WHN, New York; W. B. Dolph, general manager of WOL, Washington, and Herbert Bingham, Washington attorney and their respective wives, left April 7 for a vacation at Welaka, Fla., bass fishing camp. They plan to return April 24.

DOUG YOUNGBLOOD, former commercial manager of WRBL, Columbus, Ga., has been named general manager of WFOR, Hattiesburg, Miss. Williard Joy, WRBL salesman, has been promoted to commercial manager.

ARCHIE L. MADSEN, manager of KSUB, Cedar City, Utah, accompanied by Mrs. Madsen, was in Hollywood in early April on a combined business trip and honeymoon.

REX KELLEY, formerly of KIEV, Glendale, Cal., has joined KFWB, Hollywood, as account executive.

JACK DOYLE, account executive of KHJ, Los Angeles, has resigned.

RAY CANNON, who for eight years was a member of Tracy-Locke-Dawson Inc., Dallas, and more recently of the commercial department of WFAA, that city, has been named commercial manager of KPLT, Paris, Tex.

A. J. KETCHUM Jr. has been transferred from the San Francisco to Hollywood CBS sales staff.

M. F. WOODLING, manager of KYOS, Merced, Cal., and formerly with KQW, San Jose, and KJBS, San Francisco, has resigned and will become manager of KWLK, new station at Longview, Wash. John W. Crews, assistant manager of KYOS succeeds Woodling as manager.

GARDNER COWLES, head of the Iowa Broadcasting Co. which operates KSO-KRNT, Des Moines, and publisher of the *Des Moines Register & Tribune*, sailed on the *Normandie* March 31 with Mrs. Cowles for a European vacation.

WOODY KLOSE has been promoted from program director to assistant manager of WTMV, E. St. Louis. Mr. Klose is giving four weekly lectures in radio advertising to classes of Nadine College of Advertising, that city.

HUGH M. SMITH, former commercial manager of WAML, Laurel, Miss., has joined the commercial staff of KFRO, Longview, Tex., to handle local accounts.

MISS HYLA KICZALES, general manager of WOV-WBIL, New York and WPEN, Philadelphia, was to sail on April 15 for an eight-day cruise to Bermuda and Havana accompanied by her niece.

BARRY BINGHAM, president and publisher of the *Courier-Journal* and *Louisville Times*, and operator of WHAS, has been nominated as a director of the Harvard Alumni Association. He is a 1928 graduate.

EDYTHE FERN MELROSE, former manager of WJAY, Cleveland, and afterward in the radio department of Street & Finney, has joined WJEJ, Hagerstown, Md., in charge of national sales.

R. A. STUART, executive director of 3XY, Melbourne, Australia, is homeward bound after a two months' visit to this country, visiting Los Angeles, New Orleans, Washington, New York, Chicago and San Francisco, inspecting leading radio stations en route.

JACK NEWMAN, formerly of the *Knoxville Journal*, has joined the sales staff of WNOX, that city. Miss Dorothy West has been named secretary to R. B. Westergaard, manager of WNOX, replacing Joe Towner who has joined WCPO, Cincinnati, as secretary to J. C. Hanrahan, vice-president of Scripps-Howard Radio Inc.

LESLIE JOY, manager of KYW, Philadelphia, has been named to the radio committee of the New York World's Fair.

RICHARD H. MASON, manager of WPTF, Raleigh, has been named a captain of the Red Cross Roll Call in Wake County.

NORMAN I. SCHWARTZ, former sales representative for KYOS, Merced, Cal., recently resigned to join the sales staff of the new *Modesto Shopping News*.

RICHARD L. MEYER, general manager of the International Broadcasting Co., with headquarters in London, is at the Waldorf-Astoria, New York.

J. F. BURKE Sr., owner and operator of KFVD, Los Angeles, on April 7 started publishing a weekly eight-page tabloid newspaper, titled *Light*.

WILLIAM S. RYAN, sales manager of NBC, San Francisco, recently addressed the Sacramento Advertising Club.

FRED MacPHERSON, formerly publicity director at KRE, Berkeley, Cal., recently was named sales manager.

REX HOWELL, manager of KFXJ, Grand Junction, Col., is the father of a baby girl born recently.

HARRIS R. ANGEL, new to radio, joined the sales staff of WHIP, Hammond, Ind., in March.

BEHIND the MIKE

JIMMY McCLAIN, formerly of WOAI, San Antonio, has been named studio manager of KABC, that city, to succeed Charles L. Belfi, resigned. D. Hartigan, formerly of WCOP, Boston, has joined the KABC announcing staff. Walton K. Blanton has rejoined the KABC announcing staff. John R. Alderman has resigned from the KABC staff to join the Lewis-Werner Adv. Agency, that city.

GUSTAV KLEMM, program director of WBAL, Baltimore, since its inception in 1925, resigned April 14. He has not made known future plans.

HOWARD KEMPER, formerly of KRBC, Abilene, Texas, has joined the announcing staff of KBST, Big Spring.

F. M. LEARNED, former program director, has been named assistant manager of WMFF, Plattsburg, N. Y. Carl Mattison, formerly of WBBK, Pittsfield, Mass., has been named WMFF program director and Thomas Bates has joined WMFF as artist bureau director.

ROBERT HANSON, formerly of WADC, Akron, has joined the announcing staff of WHK-WCLE, Cleveland, to replace Robert E. Lee who plans to record a *Vox Pop* series in Europe.

AUSTEN CROOM-JOHNSON of the NBC production division, New York, has been appointed an assistant to Phillips Carlin, sustaining program manager, and will work with Thomas Velotta, also a new assistant to Mr. Carlin.

GERALD HOLLAND, formerly of Jimm Daugherty, St. Louis agency, has been named publicity director of KMOX, that city. He was formerly with the *New York World Telegram*, *Milwaukee Journal*, and *St. Louis Post-Dispatch*.

JULIO OCCHIBOI marked his 10th year as musical director of WOV-WBIL, New York, on April 6.

PERCY WINNER, until recently director of the international division of NBC, has started a two-a-week series on WQXR, New York, to answer listeners' questions on news events.

MISS ERDEAN McCLOUD, who presents resumes of current literature on WOWO, Ft. Wayne, Ind., has been named editor of *Radio Better Book Revue* magazine.

RALPH BURGIN, formerly of WSJS, Winston-Salem, N. C., has joined the announcing staff of WPTF, Raleigh, N. C.

TED KIMBALL, program director of KDYL, Salt Lake City, recently married Miss Betty Cannon.

PAUL MASTERSON, KGER, Long Beach, Cal. announcer, is spending his spare time producing an old time western movie thriller. He is using both amateur camera equipment and actors.

VIRGINIA BLACHLY has been appointed assistant to Amelia Umnitz, fashion editor of NBC. Miss Blachly was formerly secretary to Wayne Randall and is succeeded in that post by William Betts, who has been in NBC's International Division.

AL SIMON, publicity director of WHN, New York, on April 5 addressed the alumni of Syracuse University in Montclair, N. J., on the subject "Fun on the Air".

AL JARVIS has been appointed program director of KMTR, Hollywood. Rudy Cornell, who formerly held that post along with the duties of chief announcer, has been returned to general staff. Don McNamara has been made chief announcer. Norman Paige, formerly of KOMO-KJR, Seattle, has been added to the staff as announcer.

CANADIANS — Major William Coates Borrett, general manager of CHNS, Halifax, Nova Scotia, is the penner of these sketches of some Dominion broadcasters.

WAYNE GRIFFIN has been shifted to continuity editor of Don Lee Broadcasting System, Los Angeles, succeeding Dean Markham, resigned.

FRANCES SCULLY, NBC Hollywood fashion editor, has been made a member of the Los Angeles police department. She is also a member of the California State Highway Patrol.

CHARLES FOLL, production manager and chief announcer of KYOS, Merced, Cal., has resigned to join the announcing staff of KFRC, San Francisco.

KENNETH AITKEN, announcer-operator of KYOS, Merced, Cal., has resigned to join the staff of KWLK, Longview, Wash.

TYS TERWEY and Russell Hirsch have joined the announcing staff of WNOX, Knoxville. Charles B. Davis has joined the WNOX staff to handle publicity and promotion work.

GORDON SOULE has resigned as president of Trans-Electra Corp., New York., and activities of the firm will be headed by Forest J. Johnston, vice-president, until the board of directors elects a successor.

GEORGE E. ROES Jr., formerly of WCSC, Charleston, S. C., has joined the staff of KABC, San Antonio, Tex., as special events and sports announcer.

DON BECKER, production manager of Transamerican Broadcasting & Television Corp., after several weeks in Hollywood, has returned to New York after conferring on the *Red Rider* disc series. He will return to the West Coast to supervise production of the Gruen Watch Co. live talent and transcribed series, Warner Bros. *Academy Theatre*.

FRANK McINTYRE, formerly of KXBY, Kansas City, and KBST, Big Spring, Tex., has joined the announcing staff of KRGV, Weslaco, Tex.

VERNE SAWYER, chief announcer of KGVO, Missoula, Mont., narrated a special film presentation at the district meeting of Chevrolet salesmen and dealers held in that city April 6.

CARLTON KELSEY, musical director of KHJ, Los Angeles, resigned effective April 10.

JOHN DAVIS, announcer of WWSW, Pittsburgh, will marry Miss Elaine Poulton June 25.

HAPPY GREEN, of the continuity and production department of KMOX, St. Louis, is the father of a baby girl born recently.

LOUIS HARTMAN, formerly of WTAX, Springfield, Ill., has joined the announcing staff of WMBH, Joplin, Mo.

JOE WHEELER has rejoined the announcing staff of WROL, Knoxville.

Blowout by Drum

TOUGH assignment is broadcasting the effects of a blowout from a car traveling 70 miles per hour. Dewey Drum, announcer of WSOC, Charlotte, N. C., did just that when Goodyear Tire & Rubber Co. recently put on an exhibition of three different types of blowouts during a safety demonstration.

HARRIET V. EDWARDS, director of educational programs of KMOX, St. Louis, addressed the Central States Speech Assn. at Columbia, Mo., April 2, on "Radio Widens the Field".

HUGH CONOVER, announcer of WJSV, Washington, is the father of a baby boy born recently.

NORMAN NOYES has been appointed supervisor of the NBC Hollywood page boys. Seward Spencer is his assistant.

BILL BRYAN is now program director of KTSA, San Antonio, having resigned his KFI-KECA, Los Angeles, announcing post to take over the new assignment.

DICK JOY, CBS Hollywood announcer, addressed the drama class of the University of Southern California, Los Angeles, on April 11. His subject was "Radio Announcing and Its Requirements."

LEE VICKERS, formerly of WDNC, Durham, N. C., has joined the announcing staff of WJSV, Washington.

LARRY NIXON, publicity director of WNEW, New York, is the author of *Vagabond Voyaging* to be published by Little, Brown & Co. in July.

OSCAR GOREN, who has been an announcer and director of Jewish programs at WPEN, Philadelphia, for eight years, resigned April 8 to take over similar duties at WEVD, New York.

GILBERT MARTYN, former California announcer who has been at WLW, Cincinnati, for three years, has joined the NBC-Chicago announcing staff.

MILT HEIDRICH, formerly of the *Chicago Tribune*, has joined the publicity staff of WGN, that city, as assistant to Frank Schreiber and Jack Burnett.

PAULINE SWANSON, of the Tom Fizdale office in Hollywood, has been named vice-president in charge of the West Coast office in Hollywood.

BETTY ROBERTS, conductor of the women's program *What's Happening* on WJBK, Detroit, went to Williamsburg, Va., early in April to see the Rockefeller restoration of that colonial village and to gather data for talks to women's clubs. Miss Roberts also plans to go to Alaska with George Buchanan and his boys and girls on July 10.

LARRY TAYLOR has rejoined the artists' staff of WCAU, Philadelphia.

GLENN PARKER, former announcer of WIP, Philadelphia, has joined WHO, Des Moines.

GEORGE EARLE WILSON, former program director of KWTO-KGBX Springfield, Mo., has been promoted to production director. Terry Moss has been named program director.

PAUL GALE, traffic manager of NBC, San Francisco, is in New York to confer with network executives on new operating practices.

JOHN B. HUGHES, Don Lee network news commentator in San Francisco, recently addressed the statewide convention of high school journalism students at the University of California. He spoke on "News Writing for Radio."

BILL HOLMES, script writer at NBC, San Francisco, and previous to that radio editor of the *Oakland Post Enquirer*, has been moved to the NBC news staff, that city.

CAROLINE KING is presenting a home economics participating program from the NBC studios, San Francisco.

NELL CLEARY, former member of the NBC San Francisco publicity staff, has been transferred to the network's Hollywood press bureau.

DICK WEBSTER has resigned as promotion manager of KHJ, Los Angeles.

FRANK ANDERSON, KEHE, Los Angeles, announcer, has been made assistant to Milo Wesley, news editor. Don Curlin, after an absence of several months, has returned to the station, taking Anderson's former duties.

ROSWELL ROGERS, Hollywood script writer, has been signed to a two-year contract for the CBS *Joe Penner Show*, sponsored by R. B. Davis Co. (Cocomalt).

LEWIS PATTERSON has been made continuity editor of KEHE, Los Angeles, succeeding LeRoy Grande who resigned to join C. P. MacGregor Co., Hollywood transcription concern, as writer of *The Crimson Trail*. He is also handling station publicity.

BOB GREENE, announcer of KIEV, Glendale, Cal., and Woody Hunsacker, that city, have announced their engagement.

TED MEYERS, formerly assistant radio editor of the *Los Angeles Times*, has joined KFAC, that city, as announcer, a post he formerly held with the station. Stan Atkin, new to radio has also joined the station's announcing staff.

ALEC ROBERTSON, radio producer has joined KFAC, Los Angeles, as account executive.

CAROLYN CARO has been placed in charge of dramatics at KGFJ, Los Angeles, and has started a new serial, *Women of Pine Tree Corner*.

JACK DEMPSEY, formerly talent scout of M-G-M, Hollywood, has been appointed sales manager of the Otto K. Olesen Recording Studios, that city.

RAY BUFFUM, Hollywood publicity director of Ruthrauff & Ryan, is writing an autobiography of Al Jolson, radio and film actor.

BILL LEWIS, CBS program vice-president, left April 7 with Mrs. Lewis for a fishing trip in the South.

in the CONTROL ROOM

LESTER A. LOONEY, of the NBC Radio Facilities Group, New York, recently supervised technical improvements at KPO, San Francisco, including the installation of an RCA limiting amplifier which allows programs to be transmitted at a higher level of volume.

OLIVER H. HEELY, chief engineer of WRBL, Columbus, Ga., will marry Louise Smoke, WRBL receptionist, during the Easter season. Wilfred Siddle, WRBL operator, has announced his engagement to Miss Florine Edge.

EUGENE PACK, chief engineer of KSL, Salt Lake City, assisted by Dick Evans, went to Sun Valley, Idaho, famous new winter sports resort operated by the Union Pacific Railroad, to handle pickups for the April 4 broadcast by Secretary of Commerce Roper before the Business Advisory Group conference.

JAP TAPP, chief engineer of KGER, Long Beach, Cal., recently addressed the Long Beach Polytechnic High School radio class on broadcasting transmitter operation and concluded his talk with a demonstration of portable recording equipment.

PAGE & DAVIS, consulting radio engineers of Washington, have moved to larger quarters in the Munsey Bldg.

HAL E. CHASE Jr., formerly with CBS and more recently a member of the sales and production staff of Morner Productions, on March 31 joined WOR, Newark, as an engineer in the recording department.

GENE ENGLISH, CBS engineer, who recently underwent an operation for abscessed teeth and complications, is recuperating at his home in Springfield, Mo.

WILLIAM N. GREER, manager of WNEL, San Juan, P. R., has established the Pan American Institute of Radio, offering courses in radio telegraphy, telephony, servicing and amateur operations.

R. R. BEAL, research director of RCA, spoke on "The RCA High-Definition Television System," April 1, at a joint Chicago meeting of the American Institute of Electrical Engineers, the Western Society of Engineers, the Institute of Radio Engineers and the Society of Motion Picture Engineers.

EARLE C. CONNOR has recently joined CFAC, Calgary, Alta., as technical supervisor. He went to CFAC from CJAT, Trail, B. C.

CECIL CAVES, chief press operator of KFXJ, Grand Junction, Col., recently married Miss Majorie Artt. Fred Mendenhall, chief engineer of KFXJ, recently married Miss Alene Lockhart.

M. B. LOWE, of the engineering staff of Bendix Radio Corp., Chicago, has resigned to become chief engineer of the Illinois State Police Radio System at Springfield.

IKE COLBERT, after an absence of six months, has returned to the technical staff of KGFJ, Los Angeles, replacing George Butcher, resigned.

BOB YOUNG, formerly on the technical staff of Otto K. Olesen Sound Studios, Hollywood, has joined Associated Cinema Studios.

FRANK LESINSKY, engineer of WWJ, Detroit, is the father of a baby girl born recently.

FIRST international convention of radio amateurs will be held during July, 1939, at the San Francisco Exposition.

AERIAL MARKER—Louis Bookwalter, chief engineer of KOIN, Portland, Ore., standing beside metal cone aerial obstruction marker just before it was hoisted to surmount KOIN's new 540-foot half wave vertical radiator. Bookwalter has applied for a patent on his invention, advantages claimed for which are that it is indestructible and becomes an integral part of the guy wire itself and thus cannot be blown down or damaged by gales; that it is streamlined for low wind resistance; that, painted orange, it has about the same visibility from all directions for the safety of air navigation.

Reverse Feedback Installed by NBC

REVERSE feedback, device to reduce tonal distortion caused by transmitting equipment, recently installed at NBC stations WJZ and WEAF, New York, and WTAM, Cleveland, will be installed in all NBC managed and operated stations, according to O. B. Hanson, vice-president and chief engineer. A similar system is in operation at WABC, New York.

Mr. Hanson, explaining the device, said, "'Reverse feedback' is a mouthfilling phrase to describe a comparatively simple idea. The idea is to cancel a plus quantity with a minus quantity. We have applied this to transmitter harmonics.

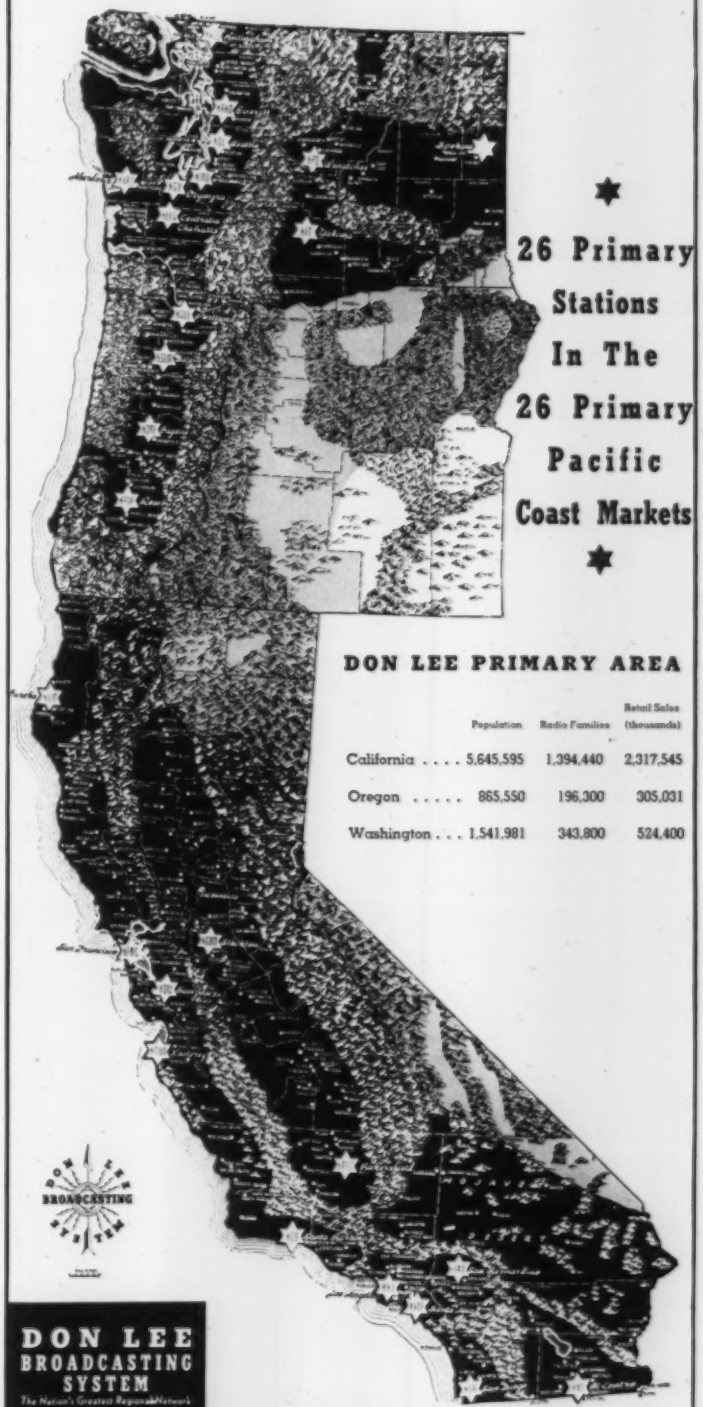
"These false harmonics are inherent in vacuum tube circuits and radio transmitters. We may, for instance, deliver a perfectly pure tone to the transmitter, but in passing through great amplifying tubes it accumulates some harmonic distortion.

"In using reverse feedback at our two New York City stations, we take a small amount of energy as it leaves the transmitter, but before it goes to the antenna. This energy, of course, carries with it the unwanted harmonics that distort radio signal quality. Then we completely reverse its phase; we turn it upside down, so to speak. Where there was a peak in the original energy wave, we create a corresponding dip. Then we bring this energy around to the point where the program is entering the transmitter and feed it into the circuit. The re-introduced harmonics, being negative in relation to those created in the transmitter equipment, cause almost complete cancellation of the latter.

"It is the combination of this new 'reverse feedback' with extensive overhauling of our transmitters that has reduced this annoying form of distortion to practically zero at the WEAF and WJZ transmitters."

WTMJ, Milwaukee NBC outlet, has hooked up with Mutual to sell the George Jessel Sunday syndicated show to the local Gimbel Brothers department store. The show was carried for the first time April 10.

Complete Coverage of the Pacific Coast by Don Lee Network


26 Primary Stations In The 26 Primary Pacific Coast Markets
DON LEE BROADCASTING SYSTEM
Primary Listening Area
Secondary Listening Area

DON LEE PRIMARY AREA

	Population	Radio Families	Retail Sales (thousands)
California	5,645,595	1,394,440	2,317,545
Oregon	865,550	196,300	305,031
Washington . . .	1,541,981	343,800	524,400

DON LEE BROADCASTING SYSTEM
The Nation's Greatest Regional Network
1076 West Seventh St.
Los Angeles, California
Affiliated with the MUTUAL BROADCASTING SYSTEM

THE NATION'S GREATEST REGIONAL NETWORK
Represented by John Blair & Company

Ethridge Charts Future Setup of NAB

Response of Industry To New Structure Is Favorable

(*Continued from page 11*)

the industry exchequer and solidify industry interests. John J. Gillin Jr., manager of WOW, Omaha, and a board member, is chairman of this committee, and is devising the plan for the associate membership drive.

At the board meeting April 30, it is expected appointments will be made to certain of the staff posts, such as labor relations, public relations, engineering and research. Separate committees are expected to make recommendations to the executive committee of six, which meets two days in advance of the board sessions, and then the executive committee in turn, will pass along the recommendations to the board.

A special committee on the labor relations post, and also to handle future problems arising in the labor sphere, has been named by President Ethridge. It is headed by Samuel R. Rosenbaum, president of WFIL, Philadelphia, who served as chairman during the latter days of the Independent Radio Network Affiliates' dealings with the American Federation of Musicians. Mr. Rosenbaum has made several trips to Washington to confer with NAB heads regarding his work and his cooperation has been highly praised by President Ethridge.

Serving with Mr. Rosenbaum on this committee are George W. Norton Jr., president of WAVE, Louisville; Ralph R. Brunton, KJBS, San Francisco; Earl J. Glade, KSL, Salt Lake City; Don S. Elias, WWNC, Asheville, N. C.; J. Harold Ryan, WSPD, Toledo, and Lloyd C. Thomas, WROK, Rockford, Ill.

The legislative committee, of which John J. Kennedy, WCHS, Charleston, W. Va., is chairman, met with Messrs. Ethridge, Loucks and Spence on April 9 to survey the entire legislative field, both Federal and State, and to discuss policies. Other members of the committee present were Frank M. Russell, NBC Washington vice-president; Harry C. Butcher, CBS Washington vice-president; T. C. Streibert, Mutual-WOR vice-president, and Luther Hill, vice-president of Iowa Broadcasting System.

Senate Hearings

Having been notified that hearings are contemplated at this session on the Chevez-McAdoo Bill for creation of a government-owned international broadcasting station at San Diego, Cal., to broadcast Pan-American good-will programs, the committee discussed plans in connection with industry opposition to the measure. Senator Bone (D-Wash.), chairman of the subcommittee to which this measure has been referred, informed Mr. Butcher that it is his plan to schedule hearings prior to adjournment, now expected by mid-May.

President Ethridge declared a survey of all pending legislation is being undertaken to ascertain the intent and effect of individual measures, and then to establish policy for the industry in connection with each measure. State legislation is not being overlooked, he said, since such bills may involve principles that might spread to other states unless they are properly handled in the first instance.

Discussing copyright, Mr. Ethridge said the executive committee has been particularly charged with handling of the whole subject, with no separate committee designated as in the past. The executive committee seeks to do three things in the immediate future, he said: (1) To support enactment of the Duffy Copyright Bill pending in the Senate for two years, with certain modifications which might tend to eliminate opposition to it; (2) to approach the networks in the hope of obtaining an agreement in principle on clearing of music (and other program material) at the source, with terms to be reached through negotiation; and (3) to confer with ASCAP as soon as possible in the light of the expiration of present five-year contracts on music performance in 1940, and in the hope of arriving at an intelligent and reasonable solution of present difficulties in advance of contract expiration. In addition, the executive committee will contact the Department of Justice in connection with the long-pending anti-trust suit against ASCAP which the Government has threatened to drop.

In other fields, exploratory work is being undertaken, and will be made to dove-tail with the plan devised by Messrs. Ethridge and Loucks. The Joint Committee on Radio Research, comprising NAB, Association of National Advertisers and American Association of Advertising Agencies membership, which has been making little progress in recent months, will receive NAB attention in the immediate future. Mr. Loucks has been designated to carry forward on this project, looking toward creation of a cooperative bureau to audit station coverage and audience reactions. He already has assigned Dr. Herman S. Hettinger, former NAB research director, as a member of the technical subcommittee, to serve for NAB.

Joint Radio Promotion

A meeting has been scheduled in New York April 19 with executives of the Radio Manufacturers Association to discuss preliminary aspects of a promotion plan for the entire radio field. Called by Bond Geddes, executive vice-president of RMA, the session will be attended by Mr. Loucks for the NAB and by representatives of the major networks, along with an RMA committee. The board already has agreed in principal to a fund to promote radio set sales by use of radio time, and a cooperative effort is being sought wherein stations will collaborate, since increased set sales translate themselves into increased audience, while set replacements make for a better-satisfied audience.

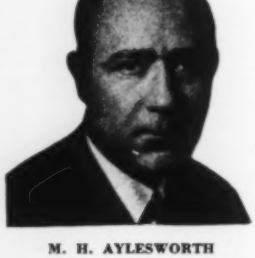
Meanwhile, handling of day-to-day business at NAB headquarters has been undertaken by Mr. Spence, who was retained by the board on an interim basis to serve with Messrs. Ethridge and Loucks. He is expected to continue in office until the permanent organization may be set up through selection of a paid president to succeed Mr. Ethridge, who is serving without pay while retaining his vice-presidency and general managership of the *Louisville Courier-Journal* and *Times* and of WHAS. Search for this "outstanding figure" is being continued by the executive committee, and the prevalent thought is that the board will be ready to act in the fall—preparatory to the next annual membership meeting.

Mr. Spence on April 9 sent to the NAB membership on behalf of the accounting committee an analysis of the FCC questionnaire sent to all stations seeking financial and statistical data to be used in the chain-monopoly investigation. Because of the inquiries received by the committee and the NAB, Mr. Spence conferred with FCC Chief Accountant W. J. Norfleet and obtained the clarifying data.

Meanwhile Mr. Loucks is planning to attend district meetings of the NAB throughout the country. The first will be in Boston March 16, at the call of John Shepard 3d, district director. Others are contemplated among the 17 districts, with several of the districts in contiguous areas planning to hold joint meetings. Mr. Loucks will outline organization plans in every instance and seek to establish a system of coordinated operation between the districts and the national organization.

AYLESWORTH GETS COVETED POST

REALIZING an ambition in journalism, Merlin H. Aylesworth, first NBC president, became publisher of the *New York World-Telegram* April 4, moving up in the Scripps-Howard newspaper organization, with which he has been associated for the last year.



M. H. AYLESWORTH

Succeeding Roy A. Huber, who returned to the general management of the Scripps-Howard Newspapers, Mr. Aylesworth remains on the board of Scripps-Howard Radio Inc. and will continue his contact on general operations of the broadcast stations operated by the newspaper chain. During the last year he has devoted himself to development of national advertising for the newspaper chain as well as to radio. As a member of the general management, he acquainted himself with the newspaper publishing business and prepared himself for his new position.

Mr. Aylesworth was founder and first president of NBC in 1926. He was instrumental in the development of commercial broadcasting on a network basis. After ten years, he became president of RKO and reorganized its operations, at the same time continuing his supervisory direction of NBC. Always ambitious to enter the newspaper business, he joined Scripps-Howard more than a year ago in its general business management. Prior to joining NBC, he was managing director of the National Electric Light Association and before that chairman of the Public Utilities Commission of Colorado.

NBC Station Sales Staff Auditions Capital Shows

TO FAMILIARIZE themselves with what they are selling, the NBC eastern division station sales staff, New York, went to Washington April 9 to audition 26 acts developed by WRC and WMAL. The idea, an innovation in station rep tactics, may be extended to other NBC managed and operated stations, according to M. M. Boyd, sales manager, eastern division, NBC station sales.

The new WRC-WMAL offices in Washington were inspected, as well as the new WRC transmitter now operating on 1,000 watts, with 5,000 watts daytime. Members of the staff who made the trip in addition to Mr. Boyd were W. O. Tilenius, Gordon Mills, Don Roberts, J. D. Van Ambaugh and Walter Scott.

WMC and WREC Given Plaques for Flood Work

PLAQUES for meritorious service during the 1937 flood will be awarded April 21 to WMC and WREC, Memphis, by the local chapter of the U. S. Junior Chamber of Commerce. The two stations turned over their entire facilities to flood relief work during the crisis and WREC was on the air 512 continuous hours during which relief work and rescue activities were directed, Red Cross funds solicited and information transmitted to stricken areas.

The award to WMC will be accepted by H. W. Slavick, manager, and Hoyt Wooten, president of WREC, will accept the plaque for his station. State and local officials as well as Chamber of Commerce executives from nearby cities and States will participate in the ceremonies and the presentation to WREC will be broadcast on CBS.

CREAM OF THE MEDIUM CROP

Independent Dairymen on West Coast Select Radio To Build a New Business

By R. W. BYRNE
Account Executive
Campbell-Ewald Co., San Francisco

"THIS is the 150th Marin-Dell Amateur Hour!"

With these words, Budda, conductor of this three-year-old program, began a recent Saturday's broadcast on KFRC, San Francisco. And behind the announcement lies the story of a phenomenal business growth in which radio advertising has played a vital part.

At the lowest point in the late depression, when long-established firms were struggling to keep their heads above water, a small group of courageous dairy farmers from Marin County, California, formed an organization and entered the milk distributing business. Incorporated under the name Marin Dairymen's Milk Co. Ltd., the firm began the marketing of Marin Dell dairy products through the Independent Stores in San Francisco.

Budda Is Born

Their resources were small but they were determined to progress. Slowly at first, with a limited personnel, the organization started its march forward under the leadership of Thomas Foster, general manager, and Michael Riordan, sales manager. They looked towards advertising longingly, but it seemed out of the question with their limited finances.

Then one day Foster and Riordan agreed the group had to increase its market to maintain steady progress. They knew the only way to do this was to advertise.

With their limited appropriation they had to choose their medium wisely, and they chose radio. They hired Dean Maddox, popular West Coast master of ceremonies, to stage an *Amateur Hour*, and the now famous Budda was born. Maddox's name is never mentioned with any reference to the program. It is always Budda.

That was three years ago and today Budda is still on the air and Marin-Dell is a leading brand of milk in San Francisco. General Manager Foster and Sales Manager Riordan are enthusiastic in their praise of radio and particularly Budda and his *Amateur Hour*, as a business builder.

Marin-Dell's advertising appropriation has been increased in proportion to its sales increase and practically every media of advertising is now being used, but radio remains the primary medium, according to Mr. Riordan.

"It is my belief that radio advertising has done a thorough job in assisting us to reach our present top position in milk sales in San Francisco," he said. "However, I do think that Dean Maddox, the Budda of our program, has been particularly beneficial both to Marin-Dell and to radio advertising, by increasing public interest in the program over such a long period. Each week we are deluged with requests for tickets to see the broadcast and at the present time we are issuing tickets for the latter part of the summer.

"We think this is an enviable situation, having thousands of people waiting for tickets to receive our advertising messages in person, not content with hearing the program over the air."

The amateur hour, heard each Saturday night at 8 is a no-script, unrehearsed, extemporaneous hour. All the talking, including commercial announcements, is ad lib and all the contestants are bona fide amateurs.

The records show 9,000 amateurs have asked to appear on the program and 250,000 letters have been sent by listeners.

Careful air-checks reveal that more than 500 other advertising firms have been mentioned on the show. The sponsors take the unique attitude they will not object to the mention of companies, products, individuals and organizations when such subjects come up as a matter of course in the process of interviewing so many people from so many walks of life.

Executives of Marin-Dell, determined that Budda shall not be hampered or the spontaneous trend of the show stymied, have permitted at least three contestants employed by rival milk dealers to appear on the show, giving a nice send-off to the competitive companies.

"We do not plan to rest on the laurels already accomplished", Mr. Riordan said. "We will keep going forward, expanding our market and our sales, and we firmly intend to continue our radio advertising to help us in this march of progress."

The program, which has the highest ranking of any locally produced program in the San Francisco Bay area, is handled by the San Francisco office of the Campbell-Ewald Co.

PERMUTIT Co., New York (water-conditioning equipment), has started a weekly program of news comments by Bud Squires on WFBL, Syracuse. Agency is Compton Adv., New York.

FTC Complaints

THE Federal Trade Commission has charged Gulf Refining Co., Pittsburgh, with unfair competition in sale of lubricating oil through allegedly disparaging references to competitor's products. Skol Co., New York, has stiupulated with the FTC that it will cease advertising that its antiseptic relieves sunburn by a new scientific light control principle as well as certain similar claims. Iodent Chemical Co., Detroit, has agreed to modify claims for the performance of its toothpaste. Prince Macaroni Co. has agreed to revise claims for its Veta-Roni.

Bosco Goes Net

BOSCO Co., New York (milk amplifier), sponsoring *Rhyming Minstrel* with Don Ross, baritone, on WOR, New York, since Jan. 3, on April 11 expanded the show to a Mutual network of three stations. WCAE will also carry the program starting April 25. Kenyon & Eckhardt is the agency.

Babson Says.....

(Quote from report of March 14, 1938)

Be sure that the following states are included in any of your Spring advertising and sales campaigns:

		NORTH DAKOTA
	MONTANA	

TO REACH THIS AUDIENCE

K F Y R

IS THE LOGICAL OUTLET

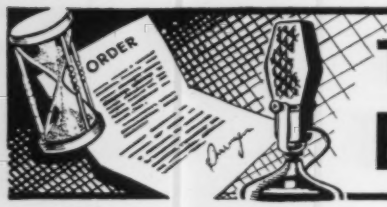
•

LET US TELL YOUR STORY

MEYER BROADCASTING CO.

BISMARCK • NORTH DAKOTA

Gene Furgason and Co.—National Representatives



THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KFRC, San Francisco

Bank of America, San Francisco, weekly *sp*, thru Charles R. Stuart Adv., San Francisco.
Williams S.L.K. Laboratories, Los Angeles (Rux), 2 weekly *sp*, thru General Adv., Los Angeles.
P. Lorillard Co., New York (Sensation cigarettes), 2 weekly *sp*, thru Lennen & Mitchell, N. Y.
Roma Wine Co., San Francisco, weekly *sp*, thru James Houlihan Adv., San Francisco.
Star Outfitting Co., San Francisco (clothing), 6 weekly *sa*, thru Allied Adv. Agencies, San Francisco.
Lever Bros. Co., Cambridge (Spry), 5 weekly *sa*, thru Ruthrauff & Ryan, N. Y.
Time Tested Laboratories, Cleveland (household appliances), 3 weekly *t*, thru Meldrum & Fewsmith, Cleveland.
Industrial Training Corp., Chicago, 1 weekly *t*, thru James R. Lunke & Associates, Chicago.
Williamson Candy Co., Chicago (Oh Henry), 5 weekly *ta*, thru John H. Dunham Co., Chicago.
Minnesota Consolidated Canneries (food products), weekly *sp*, thru Long Adv. Service, San Francisco.
Walker Remedy Co., Waterloo, Ia. (Walko poultry remedy), 6 weekly *ta*, thru Weston-Barnett, Waterloo.

KSFO, San Francisco

U. S. Products Corp., San Jose, Cal. (Signet fruit juice), 2 weekly *sp*, thru Long Adv. Service, San Jose.
Golden State Co., San Francisco (creamery products), weekly *sp*, thru N. W. Ayer & Son, San Francisco.
Lever Bros. Co., Cambridge (Spry), 5 weekly *sa*, thru Ruthrauff & Ryan, N. Y.
Elmer Bros. Nursery, San Jose, Cal. (flowers and shrubs) 2 weekly *sp*, thru Allied Adv. Agencies, San Francisco.

WPTF, Raleigh, N. C.

Atlantic Ice & Coal Co., Atlanta (beer), 56 *sa*, direct.
Nu-Enamel Co., Raleigh, 14 weekly *sa*, direct.
Longines-Wittnauer Co., New York, 224 *sa*, thru Arthur Rosenberg Co., N. Y.
American Tobacco Co., New York (Roi-Tan), 60 *sa*, thru Lawrence C. Gumbinner, N. Y.

WTMJ, Milwaukee

B. F. Goodrich Rubber Co., Akron, 26 *sp*, thru Ruthrauff & Ryan, N. Y.
Griffin Mfg. Co., New York (shoe polish), daily *sp*, 26 weeks, thru Bermingham, Castleman & Pierce, N. Y.

WBT, Charlotte

Quaker Oats Co., Chicago (macaroni), 3 weekly *sp*, thru Mitchell-Faust Adv. Co., Chicago.
American Tobacco Co., New York (Roi-Tan), 91 *sa*, thru Lawrence C. Gumbinner, N. Y. Pure Oil Co., Atlanta, 3 daily *sa*, direct.

WOW, Omaha

Paxton & Gallagher Co., Omaha (Butternut coffee), 6 weekly *sp*, thru Buchanan & Thomas, Omaha.

WGAR, Cleveland

Texas Distributing Co., Cleveland (Texaco), 35 *sa*, thru Lang, Fisher & Kirk, Cleveland.
Ward Baking Co., Brooklyn, 234 *ta*, thru Sherman K. Ellis, N. Y.
Hartz Mountain Products Co., New York, 39 *sa*, direct.
J. L. Prescott Co., Passaic, N. J. (Oxol), 170 *sa*, thru BBDO, N. Y.
Samuel Stores, New York, 1000 *sa*, thru Frank Sawdon, N. Y.
Zonite Products Corp., New York, 24 *sa*, thru McCann-Erickson, N. Y.

CKNX, Wingham, Ont.

Brownie Nut Co., Galt, Ont. (Jumbo peanuts), 26 *t*, direct.
Quaker Oats Co., Peterborough, Ont. (Ful-O-Pep poultry feed), 26 *t*, thru Lord & Thomas, Chicago.
MacDonald Medicine Co., Hamilton (Mus-Kee-Kee), 5 weekly *t*, direct.
Templeton's Ltd., Toronto (T. R. C. Raz-Mah), 3 weekly *t*, thru Associated Bestg. Co., Toronto.
W. K. Buckley, Toronto (Zev stock remedy), daily *sa*, direct.

WICC, Bridgeport, Conn.

American Tobacco Co., New York (Lucky Strike), 96 *ta*, thru Lord & Thomas, N. Y.
Alka-Dent Products Co., New York, 23 *sa*, thru Ruthrauff & Ryan, N. Y.
Reid, Murdoch & Co., Chicago (Monarch food), 312 *sa*, thru Rogers & Smith Adv. Agency, Chicago.
R. G. Sullivan Co., Manchester, N. H. (7-20-4 cigars), 231 *sa*, thru Broadcast Adv., Boston.

WIP, Philadelphia

Lee Tire & Rubber Co., Conshohocken, Pa., 12 weekly *sa*, thru Benjamin Eshelman Co., Philadelphia.
Royal Lace Paper Works, Brooklyn, 5 weekly *sa*, thru Lawrence C. Gumbinner Co., N. Y.

WPEN, Philadelphia

McCarter Bottling Co., Philadelphia (soft drinks), daily *sa*, direct.

WHN, New York

I. J. Fox, New York (furs), 56 weekly *sa*, 8 weeks, thru Hyman Levy Adv. Agency, Newark.
Alka-Dent Products Co., New York, 12 *sa*, thru Ruthrauff & Ryan.
Madison Personal Loan Co., New York, 3 weekly *t*, thru Klinger Adv. Agency, N. Y.
Community Opticians of Brooklyn, 12 *sp*, thru Commonwealth Adv. Agency, Boston.

WHO, Des Moines

Rev. John Zoller, Detroit, 26 *sp*, thru Aircasters, Detroit.
Reliance Mfg. Co., Chicago (shirts), 13 *sp*, thru Mitchell-Faust Adv. Co., Chicago.
Slater Distrib. Co., Storm Lake, Ia., 3 weekly *sp*, direct.
Oneida Ltd., Oneida, N. Y. (silverware), 10 *t*, thru BBDO, N. Y.

WNEW, New York

Butterick Co., New York (patterns), 6 weekly *sp*, thru Chas. W. Hoyt Co., N. Y.
Schwab Bros. & Baer, New York (cigars), 30 weekly *sa*, 13 weeks, thru Gale Inc., N. Y.
Hampden Sales Assn., New York (cosmetics), 18 *sp*, thru Biow Co., N. Y.

KFI, Los Angeles

Christopher Candy Co., Los Angeles (packaged candy), weekly *sp*, thru A. A. Bert Butterworth Adv. Agency, Los Angeles.
American Tobacco Co., New York (Bull Durham), 3 weekly *t*, thru Lord & Thomas, N. Y.
John Morrell & Co., Ottumwa, Ia. (dog food), 4 weekly *sp*, thru Henri, Hurst & McDonald, Chicago.
Warner Bros. Pictures Inc., Los Angeles (motion pictures), weekly *sa*, thru Stodel Adv. Co., Los Angeles.
North American Accident Insurance Co., Newark (insurance), 2 weekly *sp*, thru Franklin Bruck Adv. Corp., N. Y.

KNX, Hollywood

Lyndonville Cannery Co., Lyndonville, N. Y. (V. B. apple sauce), 6 weekly *sp*, thru Melvin F. Hall Adv. Buffalo.
Kern Syrup & Preserving Co., Los Angeles, 5 weekly *sp*, thru Charles H. Mayne Co., Los Angeles.
Johnson, Carvel & Murphy, Los Angeles (Mother's cocoa and chicken broth), 6 weekly *sp*, thru William A. Ingoldsby Co., Los Angeles.
Zonite Products Corp., New York (Larvex), 3 weekly *sa*, thru McCann-Erickson, N. Y.
De Forrest Radio Training School, Chicago, 3 *t*, thru Presba, Fellers & Presba, Chicago.

WGN, Chicago

P. Lorillard Co., New York (Old Gold cigarettes), daily *sp*, thru Lennen & Mitchell, N. Y.
Peter Fox Brewing Co., Chicago (Fox DeLuxe beer), daily *sp*, thru Schwimmer & Scott, Chicago.

KQW, San Jose

V. Traverso Co., San Francisco (wholesale groceries) 3 weekly *sa*, thru W. A. Miller Agency, Oakland.

WMFJ, Daytona Beach, Fla.

Borg-Warner Corp., Detroit (Norge refrigerators), 6 weekly *sp*, thru Cramer-Krasselt Co., Milwaukee.

WOR, Newark

Journal of Living Publications Corp., New York, weekly *sp*, thru Franklin Bruck Adv. Corp., N. Y.

WWSW, Pittsburgh

Finger-Dent, Williamsport, Pa. (latex toothbrush), 3 daily *sa*, direct.

Daylight Saving Time

(Continued from page 34)

CANADA

Aurora, Ont.	Napanee, Ont.
Beauharnois, Que.	Niagara Falls, Ont.
Bowmanville, Ont.	Oakville, Ont.
Brampton, Ont.	Orillia, Ont.
Burlington, Ont.	Oshawa, Ont.
Chicoutimi, Que. (May 7-Sept. 24)	Ottawa, Ont.
Coaticook, Que.	Peterborough, Ont. (June 14-Sept. 5)
Cobourg, Ont. (May 16-Sept. 18)	Port Arthur, Ont. (E.S.T. all year)
Cooksville Ont.	Port Colborne, Ont.
Cornwall, Ont.	Port Hope, Ont.
Cowansville, Que.	Quebec, Que.
Danville, Que.	Regina, Sask.
Dartmouth, N. S.	(April 10-Oct. 9)
Dolbeau, Que.	Richmond, Que.
Drummondville, Que.	St. Catherines, Ont.
Dunnville, Ont.	St. Hyacinthe, Que.
Erindale, Ont.	St. Jean, Que.
Estevan, Sask. (C.S.T. all year)	St. Jerome, Que.
Farnham, Que.	St. John, N. B.
Fort Erie, Ont.	St. Lambert, Que.
Fort William, Ont.	Shawinigan Falls, Que.
Gananoque, Ont.	Sherbrooke, Que.
Granby, Que.	Sorel, Que.
Grand Mere, Que.	Sudbury, Ont. (June 4-Sept. 3)
Guelph, Ont. (May 15-Sept. 5)	Thorold, Ont.
Halifax, N. S.	Three Rivers, Que.
Hamilton, Ont.	Timiskaming, Que. (May 14-Sept. 24)
Hawkeysbury, Ont.	Toronto, Ont.
Hull, Que.	Valleyfield, Que.
Kingston, Ont.	Verdun, Que.
Lachute, Que.	Victoriaville, Que.
Leaside, Ont.	Waterloo, Que.
Levis, Que.	Welland, Ont.
Magog, Que	Westmount, Que.
Matane, Que.	Weston, Ont..
Metis Beach, Que.	Weyburn, Sask.
Moncton, N. B.	Whitby, Ont.
Montreal, Que.	Yorkton, Sask. (C.S.T. all year)

LABRADOR AND NEWFOUNDLAND

Daylight Saving from May 8 to October 1.

IN EUROPE

Great Britain, Northern Ireland, Irish Free State and the Channel Islands, from April 10 to October 2.

France	from March 27 to October 1
Belgium	from March 27 to October 1
Holland	from May 15 to October 2
Portugal	from March 26 to October 1

NEW ZEALAND

Clocks will be advanced thirty minutes September 24 to continue until April 30, 1939.

HOW THEY GREW—Radio and Sen Kaney, assistant to the vice-president of NBC's Central Division in Chicago. When Mr. Kaney first got into radio 16 years ago as a piano player and ukelele strummer, the engineer sat in the studio and kept an eye on the old tin can microphone suspended from a cross bar. The other picture of Mr. Kaney was taken recently. He likes to tell folks how he has made his living for 16 years from radio alone, and he predicts the next 16 years will see many more changes.

FLOOD WATERS—Of the Chehalis and Cowlitz rivers, aided by heavy rains, recently flooded approaches to the new studio and transmitter building of KELA, Centralia, Wash., forcing the staff headed by J. Elroy McCaw to use rowboats to enter and leave the building from Chehalis, only three miles away. Even Congressman Martin Smith of the Centralia-Chehalis district had to be ferried to and from the station when booked for a speech. Damage was negligible, the waters falling just an inch short of flooding the building's floors and reaching only a short way above the insulators. KELA went into operation last November as a full-time 500-watter on 1440 kc.

Weiss Belittles Charge Made by Townsend Club

CLAIM of Dr. Francis E. Townsend that he had been denied freedom of speech on the Don Lee Broadcasting System because a portion of his April 4 prepared Townsend Radio Club speech was deleted, was branded as "childish" by Lewis Allen Weiss, general manager of the network, in Los Angeles.

"One sentence which took a slap at President Roosevelt was dedeleted from Dr. Townsend's speech," Mr. Weiss said. "This deletion detracted nothing from the effectiveness of the broadcast. So far as an attack on the President is concerned, that is an implied restriction."

Townsend Radio Club program was a weekly quarter-hour feature on 12 California stations of the Don Lee network for several months, and was cancelled by the Prosperity Pub. Co., sponsors, following the misunderstanding. It was scheduled to switch to 7 California Radio System stations starting April 11 for 52 weeks, and emanate from KFOX, Long Beach, Cal., the contract having been signed by Lisle Sheldon Adv., Los Angeles agency. Prosperity Pub. Co. plans to add other California stations.

Lewis in Virginia

RICHARD FIELD LEWIS Jr., of San Bernardino, Cal., original constructor and operator of KDON, Monterey, Cal., no longer connected with that station, is now 60% stockholder in Fredericksburg Broadcasting Co., Fredericksburg, Va., applicant before the FCC for a new 250-watt daytime station on 1260 kc. Other stockholders in the concern, holding 5% each, include Mayor W. Marshall King; J. G. Harrison, Richmond passenger agent of the Fredericksburg & Potomac R. R.; Beniamin T. Pitts, theater operator; George C. Clanton, local Chamber of Commerce secretary; John F. Gouldman Jr., local banker; G. H. Harding, local operator; J. V. O'Toole, oil distributor; J. J. Garner, wholesale grocer.

Beauty Time

(*Continued from Page 40*)

tive manufacturers presented the range to the winner. The effects of this constant day by day advertising were soon noticed by the local dealers. Through their cooperation it was possible to check the dealer merchandising value of the book. Dealers were given opportunities to secure quantities of the book for distribution and announcements were made on the program suggesting a visit to these dealers for copies of "Health, Beauty and Charm."

Some were skeptical of individual benefits since the name "Ohio Edison Company" appeared on the book cover, but when they learned that its distribution was increasing store traffic, sales and customer interest, the "doubters" came in person to secure their supply of books. The following tabulation shows the various channels through which the books were distributed:

Number of books given out at bill paying offices, 15,402; personal requests—telephone, mail, etc., 1,580; schools, 410; No. of books used by salesman, direct canvassing, etc., 471; requests from dealers, 16,-190; total for Akron division for period of six months, 34,053.

Some dealers stamped their name and address in the books so that customers would recall where they had secured their books. Others also put additional advertising pamphlets into the envelope in which the beauty book was presented. Summing up the phases of Mr. Webber's program—the dealers, the electric customers, the radio, the salesmen, the housewives and even the schools—it has proved to be a far-reaching, interest-gaining sales activity and after all that is an advertising man's job.

Naturally, the prospect lists secured from hundreds of telephone, mail and personal contacts all contributed to the success and interest of the project. Similar programs based on the book have been introduced in the other divisions of the company and their favorite acceptance further proves to advertising men the possibilities of this new trend toward interesting the women—our chief users of electric power and equipment in the home.

NBC Shifts Technicians

NBC has transferred three technical experts from New York to Hollywood to supervise construction of the network's new western division headquarters now being erected in the latter city at Sunset Blvd. & Vine St. Robert S. Schuetz, engineer, has been placed in charge of electrical and mechanical installation; J. J. Arnone, technician, has charge of architectural details and construction and Edward Nolen will supervise installation of broadcasting equipment in the new unit building. They have established headquarters at the field office site of the new building and will remain there until the structure is completed. The new NBC western division headquarters are to be ready by September.

GABRIEL HEATTER, WOR commentator, was chosen the leading commentator on the air in a poll of the senior class of New York U.

Perfect Acoustics—
Smart Appearance
IN THIS STUDIO
by JOHNS-MANVILLE

STUDIO A—WOWO-WGL, Fort Wayne, Ind. One of many stations where J-M Engineers have applied the perfect acoustical background and, at the same time, assured interiors of lasting beauty.

Of course, modern studios must have perfect acoustics. But the decorative background is important, too. To combine the two successfully, leading broadcasters from coast to coast rely on J-M Acoustical Engineers.

Working with J-M Sound-Control Materials, these engineers apply the acoustical treatment that assures perfect high-fidelity reproduction. The adaptability of these materials permits unlimited decorative possibilities. The result—studios whose improved appearance and program quality are important assets to the station.

No station need remain obsolete, either acoustically or in appearance. A J-M Engineer will be glad to work out your sound-control problems . . . and show you how you can secure the decorative treatment that appeals most to you. For full details, write Johns-Manville, 22 East 40th Street, N.Y.C.

JM JOHNS-MANVILLE
SOUND-CONTROL MATERIALS AND ACOUSTICAL-ENGINEERING SERVICE

Radio Advertisers

STANDARD MILLING Co., New York, has moved its main office from New York, to 309 W. Jackson Blvd., Chicago. Standard, which manufactures Ceresota, Heckler's Superlative and Aristos flours, will retain a sales office in New York as well as offices in Boston, Buffalo, Philadelphia, Baltimore, St. Louis, Kansas City, Pittsburg, Milwaukee, the Twin Cities, Cleveland and Cincinnati. A quarter-hour program broadcast thrice weekly for Heckler's Superlative flour, is being continued on WIBX, Utica, N. Y., according to George E. Humbert, advertising manager of Standard. Benton & Bowles, New York, has the account.

ALBERS BROS. MILLING Co., Seattle (Friskies dog food), opened a Chicago office at 228 N. La Salle St., April 1 with Harry Hoffman, as manager. Extensively advertised on the West Coast, first Friskies advertising in the Midwest was recently started on WMAQ, Chicago. [BROADCASTING, April 1]. Erwin Wasey & Co., Chicago, has the account, with Ed Nix, account executive.

LOCAL LOAN Co., Chicago, for the fourth successive year will sponsor on WBBM, *Dugout Dope*, quarter-hour preceding Chicago White Sox games, in which Val Sherman interviews fans. The business is placed direct.

OLDEST sponsor on KSFO, San Francisco, is B. Simon Hardware Co., Oakland, Cal., which began *Fishin' Fool* in 1931 and has renewed the series for another year.

PROCTER & GAMBLE Co., Cincinnati (American Family soap), increased its radio advertising in the Chicago market by starting sponsorship of *Manhattan Mother*, new serial on WBBM, April 11. The new show, aired from 1-1:15 p. m. five times weekly is written by Orin Tovrov and produced by Stuart Dawson. P & G will continue with *Truman Bradley*, commentator program, on WBBM at 9:45-10 a. m., six days weekly. H. W. Kastor & Sons Adv. Co., Chicago, is agency.

NELSON BROS. Furniture Co., Chicago, has placed the accounts of its local South Side store and Peoria store with George H. Hartman Co., those of its local North Side and Milwaukee stores with Selviair Broadcasting System. Hartman Co. does not have the entire account as incorrectly stated in BROADCASTING April 1. Nelson stores are sponsoring a number of baseball programs this season.

CHARLES GULDEN Inc., New York (mustard), on May 4 renews *Gulden Serenaders* on WJZ, New York, for four weeks. Program is heard Tuesday and Thursday evenings, through Chas. W. Hoyt Co., New York.

MORRIS PLAN BANK, sponsoring *You, the Unseen Jury*, on WEAF, New York, Tuesday evenings, on April 5 increased the length of the program from 15 minutes to a half-hour. Gotham Adv. Agency, New York, is in charge.

L. H. BEAUCHAMP & SON, Alhambra, Cal. (Canary-Vita bird food), which used radio last fall in a two-month campaign, on May 2 will start participation every other week in the *Housewives Protective League* and *Sunrise Salute* programs on KNX, Hollywood. Sponsor will participate in each program thrice weekly during its 13 weeks contract. Agency is Lockwood-Shackelford Co., Los Angeles.

STRAIGHT SHOTS
Ralston Aims at Youngsters And Hits the Mark

ON THE air since 1932 the *Tom Mix-Ralston Straight Shooters* program has signed off for the summer months with an enviable record. Sponsored by Ralston-Purina Co., St. Louis, the 1937-38 radio series has resulted in the highest volume of wheat cereal business in the company's history, according to executives of Gardner Adv. Agency, that city, who handled the show.

Box top returns on five premium offers made since last fall were 100% higher than during the previous season. Premiums such as telescopes, telegraph sets, secret inks, movie make-up kits and Tom Mix belt and buckle sets have received unprecedented response.

The program, featuring Jack Holden of Wamboldt & Holden, Chicago production firm, as Tom Mix, crusades for high ideals, fair play and clean living. The serial left the air March 25 and will return in the fall. Plans already are being made for its production. During the past season it was aired on 22 NBC-Blue stations at 5:45 p. m. (ET) with a repeat broadcast an hour later for the Midwest.

DR. PEPPER BOTTLING Co., of Baltimore, carrying forward the policy of its home Dallas concern, sponsor of radio programs on a special Southern network, on April 16 starts a 26-week sponsorship of the *Treasure Hunt* on WBAL, Baltimore, Saturday nights. Dr. Pepper is a major radio user, going on the air in every community as fast as it opens up new distribution territory.

STOP WEAR Co., Los Angeles, which has not used radio in more than two years, is conducting a four weeks test campaign for Stop-Wear shoe liquid on KFI, that city, and KNX, Hollywood, using participation programs thrice weekly. Campaign started March 30 and sponsor is using *Ann Warner's Chats With Her Neighbors* on KFI and the KNX *Eddie Albright* program. Newspapers, street car cards and dealer displays are also being utilized. Lord & Thomas, Los Angeles, has the account.

LEE H. MERRILL, recently was transferred from the Los Angeles office to become advertising manager of Golden State Co., San Francisco (dairy products), pioneer users of radio time.

7-UP BOTTLING Co., Dallas (soft drink), on April 13 started a weekly show titled *Professor I. Q.* on KRLD, that city, broadcast from a theatre.

COCKSHUTT PLOW Co., Brantford, Ont., has signed for a month's daily participation starting April 5 in *Canadian Farm & Home Hour* on CKNX, Wingham, Ont. Alternate announcements are devoted to each of 10 Cockshutt implements. Placed direct.

JAMES E. KNOX, vice-president and general manager of Charles B. Knox Gelatine Co., Johnstown, N. Y., was in Hollywood in early April on a combined business and pleasure trip.

Agency Appointments

SEARS, ROEBUCK & Co., California division, Los Angeles, has named Mayers Co. Inc., Los Angeles, to direct its advertising. Radio will be continued along with other media.

BUXA-COLA Co., New York (beverage), has appointed the Raymond Levy organization. New York, to direct advertising. Radio may be used during the summer.

A Pebble

DROPPED IN A POOL . .

AFFECTS THE WHOLE SURFACE EQUALLY . . .

Probably everyone has tossed a pebble into a pool and watched the waves ripple out to the edges. Something similar happens when your advertising message goes out over the air from KWK. It affects the whole surface of the rich St. Louis trading area. So completely and effectively do we serve this territory, advertisers are often surprised by the large returns on their investment.

KWK

THOMAS PATRICK Inc.

HOTEL CHASE ST. LOUIS

REPRESENTATIVE PAUL H. RAYMER CO.

NEW YORK • CHICAGO • SAN FRANCISCO

AMERICAN TOBACCO Co., New York for its Half-and-Half tobacco, has named Young & Rubicam, that city, to handle its account.

DUDLEY LOCK Corp., Chicago (cylinder locks), has appointed H. W. Fairfax Adv. Agency, New York.

TASTYEAST Inc., Trenton (proprietary) has placed its account with Trades Adv. Agency, New York.

AMERICAN BANDAGE Corp., Chicago (bandages), has placed its account with C. Wendel Muench & Co., that city.

ASSOCIATED DISTRIBUTORS Chicago (Quickies), has named Buchanan & Co., that city, to handle its account.

COPELAND REFRIGERATOR Corp., Detroit (refrigerators), has placed its business with Hugo Wagenseil & Assoc., Dayton, O.

FOLGER COFFEE Co., Kansas City (coffee), has appointed Gardner Adv. Co., St. Louis, to service its account.

LOVELY LADY Inc., Chicago (cosmetics), has named Kirkland-Engel Co., that city, as its agency.

STANBACK MEDICINE Co., Salisbury, N. C. (remedies), has appointed Ralph L. Dombrower Co. Inc., Richmond, Va., as agency.

KRAMER BEVERAGE Co., Atlantic City, N. J., has appointed the J. Zanforth Co., Philadelphia, to direct advertising. The company expects to use radio.

HAMPDEN BREWING Co., Springfield, Mass., has appointed Galen Snow Inc., Springfield, to direct advertising. Radio will be used.

MEDOMAK CANNING Co., Rockland, Me., has appointed H. B. LeQuatte Inc., New York, to direct advertising. Radio will probably be used in the late spring or summer.

Golden Gate Announcers In Garfinkel Competition

SIDNEY GARFINKEL Adv. Agency, San Francisco, which places a considerable amount of radio business, is sponsoring its second annual contest to pick San Francisco's best staff radio announcer. The competition began April 1 and will continue through April 22.

During that period all announcers who are used regularly on commercials and sustainers, but who are not entertainers as well, will be judged by a group of eight judges. They will be judged on diction, sincerity and effectiveness. The ratings will be excellent—five points; good—three points; fair—one point. A Victory Trophy will be awarded to the announcer getting the greatest number of points on a percentage of the number of times heard. The trophy will be permanent, with the station for which the winner works getting a trophy to be held one year. The judges are: Darrell Donnell, Bob Hall, Emilia Hodel, Bob Kinsley, Arthur Linkletter, Cyril Magnin, J. Clarence Myers and Edwin Duerr.

Vitalogy Regional

VITALOGY Assn., West Los Angeles, Cal. (home remedies) started weekly five-minute programs on the Oklahoma network April 13. If test is successful other stations will be used. The business is placed direct.

GULF OIL Co.'s CBS show, *Phil Baker*, will leave the air June 26 to be replaced for the summer by a new program, not yet chosen. Agency is Young & Rubicam, New York.

A Challenge to National Advertisers and their Agencies:

(According to "SALES MANAGEMENT" 1938 Survey of Buying Power)

BALTIMORE Area's Effective Buying Income is $651,239,000

but **Actual Retail Sales in 1937-- were only $387,438,000**

therefore **$263,801,000**

"LONELY DOLLARS" in the Baltimore market are awaiting the right appeal!

•

The "right appeal" is up to you . . . but the right place for the appeal is WFBR, Baltimore's oldest and most popular radio station!

IN BAL... THEY L...TEN TO—

WFBR

National Representatives: EDWARD PETRY & CO. NEW YORK • CHICAGO SAN FRANCISCO DETROIT

MARYLAND'S PIONEER BROADCAST STATION

BASIC N.B.C. RED NETWORK

NEW idea for presentation of operettas is that used on WNYC, New York, for Gilbert & Sullivan programs. The series is live for straight dialog and uses transcriptions for the music. One act is presented each week. The program is fed to Intercity and WLW-Line stations.

* * *

Help Wanted

CLASSIFIED section of the air is broadcast three times daily on WSAR, Fall River, Mass., under title of *Buyers and Sellers Club*. Apartments to let, houses for sale, help wanted and other classified items are aired under sponsorship of several local business men. So well liked that all sponsors are signing renewals, says WSAR.

* * *

Answers for Visitors

TO ACQUAINT San Franciscans with the details of local history so that they can answer all questions asked by visitors at the 1939 Exposition, KSFO, that city, has started *Landmarks of Romance*, a Saturday afternoon series directed by the Federal Theatre and produced under auspices of the local Junior Chamber of Commerce.

WWL

NEW ORLEANS

LOUISIANA'S most powerful station

★

850 KC. 10,000 WATTS

★

affiliated C.B.S.

Purely PROGRAMS

Phone Fun

NEW radio game called *Answers* has started on CKLW, Windsor-Detroit, Friday evenings, under direction of Frank Burke. Listeners write out the word "answers", placing their telephone numbers under the seven letters. Announcements go, "If Lincoln freed the slaves and the first letter of your phone number is D, give yourself a check; if it's false that Babe Ruth is the greatest living football star and the second letter of your number is A, give yourself a check." First listener with a checkmark in each of the seven spaces calls the station, is declared winner of the evening. The local Weil's Furniture Store is sponsor.

* * *

Council Meetings

CITY council meetings are recorded by WSPD, Toledo, for broadcast during the late afternoon when local citizens are at home. Recordings are made in the WSPD studios with a direct line to the council chambers. Local listeners are taking a real interest in city government, says WSPD.

* * *

In the Spring . . .

MEMBERS of the special events department of WJSV, Washington, are busy listening in on all conversations between boys and girls at dances, parties, over cocktails. Idea is to present a special broadcast of typical conversations to prove or disprove the old notion about spring and what happens when boy meets girl.

* * *

Answers

INFORMATION on any subject is supplied during *Bureau of Information*, a daily late afternoon program on WAAF, Chicago.

Flowers for Ladies

NEW SLANT on programs which carry salutes to prominent local women is that of KSL, Salt Lake City, during its five weekly series titled *The Bouquet of the Day*. Sponsored by the local Auerbach Department Store, the program uses style chats and apparel news. A participating florist arranges a different floral bouquet each day and a brief of the woman's achievements is announced. The woman selected is presented with the bouquet and asked to tune in while the program is on the air.

* * *

What Happened?

DIFFERENT slant on historical drama is that given during *It May Have Happened*, a weekly series on NBC-Blue Network. The half-hour programs feature historical dramas with hypothetical endings. Each broadcast, complete in itself, deals with a peculiar historical situation in which the ending is not clearly recorded and two or more solutions are possible. Burr Cook wrote the series.

* * *

Old Classics

DRAMATIZATIONS of children's classics like "Treasure Island" have started on KMPC, Beverly Hills, Cal., under title of *The Children's Theater of the Air*. Arthur E. Sutton, KMPC program director, produces the show and Jerome L. Schwartz adapts it. Parent-Teachers' Assn. and school officials are enthusiastic about the new series, says KMPC.

* * *

How Smart

JUST for fun, CKGB, Timmins, Ont., makes I. Q. tests of various fraternal and service organizations during its broadcasts at club meetings. Makes for good humor and gives the program a punch, says CKGB.

* * *

Who's Abnormal?

FOR THOSE who want to know a little more about the psychological problems of every day life, WINS, New York, has started a series called *Who's Abnormal*, featuring talks by Dr. Daniel Harris.

MILKING—Contest at North Dakota Agricultural College was won by Miss Gladys Kelly, so Barney Lavin, commercial manager of WDAY, Fargo, challenged her to a private contest. Left to right, Cow, Lavin, Cow, Miss Kelly. She won by two squirts.

* * *

Stomach Appeal

COOKIES are given to all children who pack the auditorium studio of KELO, Sioux Falls, S. D., each Saturday afternoon to compete during *The Cookie Jar*. Seven boys and girls are chosen each week from the same grade in school to answer questions on current events, limericks, jokes and proverbs. A young woman announcer asks the questions, a judge passes on them and if contestants can't answer any visitor is eligible to volunteer. If he answers correctly, he wins a guest prize, one of the 25 small prizes awarded during the show.

* * *

Overseas Highway

WHEN the new highway linking Miami and Key West was dedicated recently, WQAM, Miami, broadcast a 45-minute program of the Key West ceremonies which had been recorded in advance by Leslie Harris and Phil Kelleher of the WQAM special events department. The program was broadcast at the exact time of the ceremony and the transcriptions were later presented to the city of Key West as a record of the event.

* * *

Battle of Words

NEW angle on dictionary programs is that on KGVO, Missoula, Mont., called *The Word Bout*. Included in the play-down are selection of synonyms, completion of sentences with proper words, phrasing in simple English verbose renditions of old sayings and adages. Winner of the weekly contest gets his choice of any book at a local bookshop.

* * *

Space Explored

TO GIVE the curiosity the ordinary man has about stars a semi-scientific basis, CBS has started a series called *Exploring Space*, produced by WPA in cooperation with the Hayden Planetarium and the Columbia U. department of education.

WABY

SPRING SONG

WABY's rich Capital District, prize merchandising area, is stepping up its buying pace for the usual profitable Spring, and there isn't a note of gloom in the whole properous zone. Your sales message, over its favorite station, will put you in tune, too, for can't-miss business.

In the Heart of "The State That Has Everything"

Harold E. Smith, General Manager

STATION W•A•B•Y ALBANY, N. Y.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

"WDRC sells for me!"

You, too, can get definite results if you reach this major market through WDRC. There are more than a million people in this area, whose tastes and needs are diversified. Tell them about your product!

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM

National Representatives

INTERNATIONAL RADIO SALES

1ST IN LOCAL ACCOUNTS IN CHICAGO

WGES

How They're Biting

FOR the sixth consecutive season, KOIN, Portland, Ore., broadcasts a Friday night *Fishing Bulletin*, telling week-end anglers the streams where "they are biting". Sponsored by a hardware firm, broadcasts are compiled from late reports of resort keepers and sporting goods dealers throughout Oregon and Washington. Excellent cooperation is obtained by mentioning names of those submitting reports in the respective areas.

* * *

Good Earth

WHEN spring came to Milwaukee the man with the hoe and the woman with the trailing arbutus tuned in *Your Garden, Week by Week* on WTMJ, that city. The service feature is conducted by Dr. Carl Schwendener, chairman of the city garden group. Broadcasts are Saturday afternoon so that all gardeners may listen in.

* * *

New Deck

LOCAL bridge fans couldn't figure out the new Royal deck of 65 cards so WGAR, Cleveland, suspended a mike above a bridge table of experts and broadcast the descriptive comments. Ethel Hawes and Ben Levin of the WGAR staff handled the show.

EGG-EATERS—Thronged the studio auditorium of WNOX, Knoxville, the other night to see Robert Sauls, champion egg-eater, consume an even five dozen. Waitress Helen June Otto applauds the winner of a contest so popular that 2,000 persons were turned away.

* * *

For More Homes

KFRO, Longview, Tex., has started a Sunday evening series sponsored by dealers in materials for home building. The program is built around the *Famous American Homes* transcription series of the Federal Housing Administration and is designed to instruct local listeners on every phase of home building from the purchase of the lot to the completion of the house. "Let's Make Longview a City of Homes", is the slogan of KFRO.

* * *

Old Songs

MORE than 100 letters is the daily average mail pull of *Try and Stump Us*, a feature program on KFRC, San Francisco. Listeners try to think of a song that Ben Moss can't sing. So far, Moss has been able to sing 60% of the requests.

* * *

Timing and Punch

COLOR and pacing are given newscasts on WMFJ, Daytona Beach, Fla., by having three announcers handle the 15-minute periods. Titled *Three Men on a Mike*, the newscasts feature Ed Sims, Ray Clancy and Roscoe Beach.

RADIO AND SCHOOLS

A PLAN to increase student listener interest has been devised by KLZ, Denver, whereby high school students study radio at the KLZ studios during school hours. Selected pupils spend four hours each afternoon in various KLZ departments and are given a corresponding number of credit hours by school officials. Practical education with a wide appeal, says Howard Chamberlain, KLZ production manager.

DOVE-TAILING its new educational series with courses in government and political science studied in local high schools and colleges, CKLW, Detroit, has started *School of the Air*, Monday and Friday mornings. Methods of programming will be open forum, quizzes, guest talk and lectures in which local civic and business leaders will participate. Public safety, crime and other social problems will be discussed.

TWO studios with a direct wire to KFAC, Los Angeles, have been constructed at a cost of $15,000 on the campus of Los Angeles Junior College. Under the direction of G. Douglas Kennedy, instructor, students in radio helped plan and install all equipment.

NBC announces that more than 100 high schools have entered the NBC-Scholastic Radio Competition for the best 15-minute all-high school student produced and planned broadcast, held jointly under auspices of NBC and *Scholastic*, a high school weekly. Contest will close April 20 and four velocity microphones will be awarded.

DESIGNED for classroom listeners, KGER, Long Beach, Cal., has started a daily quarter-hour news summary called *News for Students*. The news is selected for its educational value and historical significance and the programs are well received by local educators, according to C. Merwin Dobyns, KGER manager.

WOWO-WGL, Ft. Wayne, Ind., recently helped raise a high school basketball scholarship fund of $2,000 by broadcasting a three-hour program featuring school talent. One hour consisted of a play back of the final basketball game, the other two of bands and variety teams.

TITLED *Discovering Our Schools*, KHJ, Los Angeles, has started a new series directed and presented by high school students.

Emergency

EMERGENCY service for boats and yachts cruising or fishing in Florida waters is given by WQAM, Miami, in a series of noontime announcements. In addition, captains of all boats at sea over-night are invited by WQAM to furnish passenger and crew lists specifying routes and when they intend to return. Emergency messages of friends and relatives are broadcast.

ADVERTISING class of the Longview, Tex., high school recently sold local commercials for KFRO, that city, the money being divided equally between KFRO and the school which used it to purchase books on advertising. Salesmanship, advertising, and speech classes of the school wrote and produced a complete program, including commercial copy.

LOS ANGELES Junior Collge has turned its auditorium into a radio classroom to receive CBS educational broadcasts including the *American School of the Air* and Los Angeles Board of Education - KNX, Hollywood series.

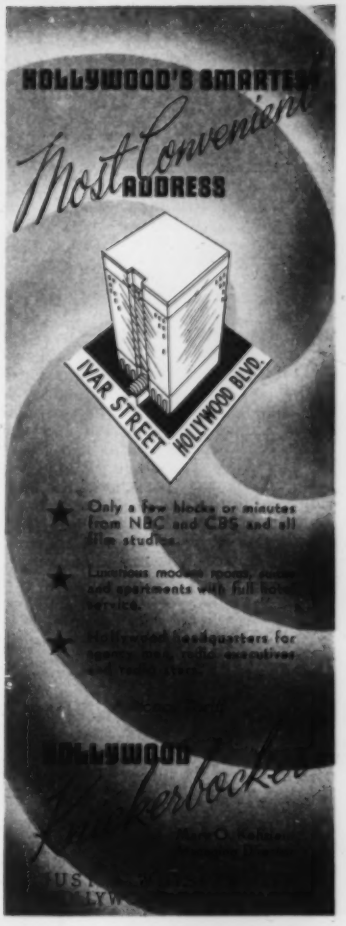
EVEN the commercial announcements are written and broadcast by high school students of Racine, Wis., during a Saturday night show called *Down Rapids Drive* on WRJN, that city. Talent and engineers for the program are students.

GRADUATE students of Clark U. have started a series of round table discussions called *Views of the News*, Saturday evenings, on WORC, Worcester, Mass.

Pacific Northwest Coverage Group

KFPY . . . Spokane
KGIR . . . Butte
KPFA . . . Helena
KRSC . . . Seattle
KXL . . . . Portland

Represented by
GENE FURGASON & CO.



FIRST IN CLEVELAND
- And here's how!

1. **BEST** of NBC Blue and Mutual Network shows.
2. **GUARANTEED** time which cannot be offered by any other Cleveland stations.
3. **LOCAL** and public interest programs given more attention.
4. **EXCLUSIVE BASEBALL** broadcasts in Cleveland since 1932.
5. **LARGEST** and best staff of entertainers in Cleveland.
6. **PIONEER** in educational, "stunts", short-wave and facsimile broadcasting.
7. **COVERAGE** greater than nearest competition whether based on mail analysis or field strength.
8. **ACTIVE** and co-operative merchandising plus intelligent publicity efforts.
9. **FINEST** studios and most modern technical equipment.

WHK WCLE
CLEVELAND

H. K. Carpenter, Vice Pres. and Gen. Mgr.
K. K. Hackathorn, Sales Mgr.

FREE & PETERS, Inc. - National Representatives.
New York - Chicago - Detroit

THREE IN FLORIDA SIGN WITH BLAIR

W. WALTER TISON, general manager of WFLA, Tampa, announced April 2 the appointment of John Blair & Company as exclusive national representative, effective April 15th. With John T. Hopkins III, manager of WJAX, Jacksonville, and Fred W. Borton, president of WQAM, Miami, having previously announced the appointment of John Blair & Company, this will give the Blair organization representation of three dominant stations in the increasingly important Florida market.

The three Florida stations and the Blair organization plan to work together on the development of uniform market presentations on the individual markets, and the State of Florida as a whole. Plans are also under way for the three stations to join together in a promotion campaign designed to sell Florida as a year around market.

The Blair company also represents Don Lee Broadcasting System covering the three Pacific Coast States. Its list also includes WWVA, Wheeling; WSPD, Toledo; WBNS, Columbus; WOW, Omaha; WGBI, Scranton; KTRH, Houston; KDYL, Salt Lake City.

Temu Takes Capt. Healy

MAX WULFSOHN Inc., New York. (Temu soap), has appointed Lester Harrison Associates, New York, to direct advertising, and on April 11 started *Capt. Tim Healy & His Stamp Club* on WJZ, New York, to be heard Mondays and Thursdays for 13 weeks.

Finch Facsimile

LEADS THE WAY

FIRST to open the NEW field in "Home" Facsimile broadcasting.

FIRST SYSTEM placed in actual operation by the MAJORITY of MAJOR facsimile broadcasting stations.

FIRST to PERFECT automatic, fully visible, continuous feed "HOME" recorders, requiring neither liquids nor carbon transfer sheets.

FIRST to develop an automatic selective synchronizing method which permits "HOME" facsimile recording in all AC or DC power areas.

The FINCH laboratories are open to licensed broadcasters for demonstration, by appointment. Call Plaza 5-6570.

FINCH TELECOMMUNICATIONS LABORATORIES, INC.
37 West 57th Street
New York City

Agencies

BREWSTER MORGAN has resigned from the CBS Hollywood production staff to join Ward Wheelock Co., that city, (former F. Wallis Armstrong Co.) as producer of the CBS *Hollywood Hotel* program sponsored by Campbell Soup Co. He will assist in production of the program until May 15 when he takes complete charge, succeeding Fred Ibbett, resigned. Morgan will work with Ibbett until he takes over as producer and collaborative writer with Willis Cooper. Addison Simmons, who has been collaborating with Cooper has left the show. Diana Bourbon, West Coast manager of the agency, continues as associate producer of *Hollywood Hotel*.

FRED WILE, assistant to Tom Harrington, West Coast manager of Young & Rubicam, Hollywood, has been transferred back to the agency's New York headquarters. Bill Stuart, West Coast publicity director, has been transferred to New York for several weeks to handle exploitation on the *NBC Hughesreel*, sponsored by Borden Co. He will take a three-month leave of absence effective May 1, returning to his West Coast duties on Aug. 1. During his absence Fred Jones, his assistant, will be in charge of the publicity department.

FRANCIS C. BARTON Jr., member of the New York radio department of N. W. Ayer & Son for several years and in charge of the agency's Albany office since last August, has joined CBS to work with Leonard Hole, director of program service.

HILL BLACKETT, president of Blackett-Sample-Hummert, Chicago, returning from a European trip on April 7, would not vertify reports that the agency plans to open a London office soon. Mr. and Mrs. Frank Hummert, both vice-presidents of the agency, recently returned from London, and expect to go back there within the next month or two.

ROBERT ST. CLAIR Co. and Robert S. Feeley & Associates, New York agencies, have merged, using the name of the former. Offices will be combined in St. Clair headquarters at 30 Rockefeller Plaza.

NAT C. WILDMAN, formerly advertising manager of Ex-Lax Inc., New York, has been appointed a vice-president of Joseph Katz Co., Baltimore agency, to take charge of the New York office.

GAIL GREENSTREET, formerly of J. Walter Thompson Co. Hollywood, and Howard Strickling, M-G-M publicity director, that city, were married in Tucson, Ariz., March 26.

WKZO
KALAMAZOO
GRAND RAPIDS
BATTLE CREEK
590 On the dial 1000 Watts
Michigan's №1 Test Market
Representative: HOWARD H. WILSON CO.
CHICAGO · NEW YORK · KANSAS CITY

CONTRACTS — For sponsorship of baseball broadcasts by Kellogg Co. were recently handed by Mason (Mike) McGuire, (seated) N. W. Ayer radio account executive, to Paul Frank of Weed & Co., New York representative.

NETWORK FEATURES Inc., has been formed by members of Sterling Adv. Agency, New York. The first network business of the new firm is *The Lamplighter*, sponsored on WOR, Newark, by Grossman Shoes, a Sterling account. The program has been extended to three other Mutual stations, sponsored by local shoe firms: WSAI, Cincinnati, Potter Shoe Co.; CKLW, Detroit, R. H. Fyfe & Co.; WHKC, Columbus, Gilbert Shoe Co.

FEHR GARDNER has been elected president of Allied Advertising Agencies, Los Angeles, succeeding Frank Bull, resigned. Walter McCreery has been made vice-president in charge of sales. Mr. Bull is now with Dick Smith in the agency business under the firm name of Smith & Bull Adv., also with offices at 553 S. Western Ave. Mel Roach continues as production manager of Allied and Ted Gates has been brought in as his assistant.

HOMER GRIFFITH, formerly of Presba, Fellers & Presba, Chicago, and more recently manager of KFJB, Marshalltown, Ia., has been named director of radio for Fletcher S. Udall & Associates, San Francisco.

RENZO CESANA, formerly advertising manager of the Roma Wine Co., San Francisco, recently was named vice-president of the James Houlihan, San Francisco agency, in charge of the newly-created radio program department.

CECIL UNDERWOOD, Chicago producer of Needham, Louis & Brorby, on the NBC *Fibber McGee & Mollie* series, sponsored by S. C. Johnson & Son Inc., is in Hollywood scouting a summer show to replace the current program during July and August.

RADIO TIME AGENCY, new Chicago firm, is located at 360 N. Michigan Ave., Chicago, and not 630, as incorrectly stated in the March 15 BROADCASTING.

N. W. AYER & SON, Philadelphia, has appointed Pierce Cumings, Al Harris, Stephen W. Meader, Granville Toogood and Roger Warner as associate copy directors.

WTCN
OWNED AND OPERATED
by
St. Paul Dispatch-
Pioneer Press
The Minneapolis Tribune

RALPH H. BAIN, space and time buyer for Morse International Advertising Agency, New York, recently became engaged to Eleanore Mae Adams, daughter of Dr. and Mrs. Charles C. Adams of Cairo, Egypt.

WILSON H. LEE Adv. Agency, New Haven, Conn., has changed its name to Remsen Adv. Agency and will continue business at 246 Meadow St., that city.

MACKAY-SPAULDING Co., New York agency, on April 15 moves from 420 Lexington Ave. to larger quarters at 155 E. 44th St.

FULTON, De GARMO & ELLIS, New York agency, has taken larger quarters at 9 Rockefeller Plaza, that city.

HUGO WAGENSEIL & Associates, Dayton, O., has moved to First & Ludlow Bldg., that city.

Reps

R. F. KOPF, brother of Harry Kopf of the NBC network sales staff in Chicago and formerly on the sales staff of the Barron Collier Corp. and Reuben H. Donnelley Corp., Chicago, joined the sales staff of International Radio Sales, Chicago, in March.

CKOV, Kelowna, has named the Dominion Broadcasting Co., Toronto, as its Ontario representative. CHSJ, St. John, N. S., and CFLC, Prescott, Ont., are now represented by the Toronto office of Joseph Hershey McGillvra, the former in the Toronto area, and the latter in Ontario, Quebec and the United States.

WEED & Co., New York representative, has been appointed by CFNB, Fredericton, N. B.

MRS. JEANNE CRAIG has returned to New York from a month's vacation in Florida and has taken up her duties with John Blair & Co., with which she became associated following the breakup of the firm of Craig & Hollingbery.

ED VOYNOW, vice-president and Chicago manager of Edward Petry & Co., was to return to Chicago April 16 after a two-week business trip to the West Coast.

Agency on Pacific Coast Holds Staff Convention

BOTSFORD, Constantine & Gardner, Pacific Coast agency handling a considerable amount of radio, recently held a three-day convention at Klamath Falls, Ore., at which some 30 executives and key men of the company were present. Speakers included J. D. Chappell, Pacific Coast manager of NOAB, and Frank Jenkins, owner and publisher of the *Klamath Falls News-Herald*. A Botsford-Constantine & Gardner Club was organized with those employed at least five years eligible for membership. The charter members were: D. M. Botsford, C. P. Constantine, S. G. Swanberg, John Weiser, Merle Manley, Frankie Coykendall, William K. Botsford, Millie Stalnaker, Helen Currier, Edith Abbott, Don Dawson, William Pearce, Ray Andrews, Garnett Whitehead and Frances Davisson.

TRAINED since last October under the direction of A. D. Willard, manager of WJSV, Washington, and Dr. Ray Ehrensberger of Maryland U., 16 students recently planned, produced and announced the programs of WJSV for a day. A fully equipped studio has been installed at Maryland U.

Programs Upheld In WRNL's Reply

FIRING BACK at WMBG, Richmond, Va., for its unusual petition requesting deletion because of proposed failure to live up to promises on program service, [BROADCASTING, April 1], WRNL, Richmond, on April 2 filed with the FCC its answer to the petition. It called the petition "frivolous and absolutely without merit" and held also that it was based upon "a misconstruction" of the law on the ground that the Communications Act does not provide that any one has the authority to request the FCC to revoke a station license.

Filed by Ben S. Fisher and John W. Kendall, attorneys for the *Richmond News Leader* station, the answer brought out that it was not until Feb. 11 that the station began broadcasting from its studios in the city of Richmond even though they were not complete. The station began operations in Richmond on Nov. 14 from its transmitter house, some six miles from the business section of Richmond, because its studios in the city were not completed.

Despite the handicap of inadequate studio facilities, the answer contended that "a number of civic, charitable and educational programs" were carried over remote control lines from the transmitter house. Since the new studios have been available, it was added, WRNL has included numerous civic, religious and charitable programs as well as regularly scheduled educational programs from educational institutions. Appended to the answer were affidavits from leading educational figures in the Richmond area which, it was held, "show conscientious, constructive planning and preparation for programs of an educational nature."

Also attached to the answer were photographs showing studio facilities of the station along with its transmitter house and antenna as well as a financial statement showing that the station has expended approximately $110,000 in construction of antenna, transmitter house, equipment and studios. It was contended that this showing substantiated the finding of the examiner that the station owners were not interested "in money-making, but are vitally interested in the general welfare of the community to be served."

Concluding that it was the contention of WMBG that since WRNL had not carried "an exact duplicate of the programs proposed at the time of the hearing upon its application for removal from Petersburg to Richmond", and upon its application for full time operation, that the license should be revoked, WRNL held that this position was "incorrect and unsound." Even assuming that the Commission should find a variance between programs proposed and those actually broadcast, it was contended that the sole test to be applied by the Commission is whether WRNL has been operating in the public interest.

WSAY, Rochester, N. Y., authorized last year as a 100-watt daytime outlet, goes to full time with 100 watts night and 250 watts day on 1210 kc. as a result of a recent FCC decision.

Walker Asks More Power Over Wires

(*Continued from page 28*)

program transmission with privately-owned circuits or those of other companies, the report said this practice was continued without modification until latter 1936. It was then modified to permit the broadcaster to interconnect Bell local or exchange circuits, as distinguished from Bell long distance or interexchange facilities, with wire circuits of others.

"Prohibiting interconnections has been an effective means of preventing competition in the furnishing of wire facilities for broadcast purposes," the Walker report continued. Telegraph companies, the only competitors in this field, have in many instances been able to furnish satisfactory interexchange circuits but have been unable to provide the necessary local facilities. "Hence the policy has eliminated the use of telegraph circuits in those instances where it was necessary to obtain local Bell circuits."

Policy Prior to 1936

The report held that Bell System companies have generally assigned responsibility for quality of service and protection of Bell System financial interests and plant as reasons for the effectuation and continuance of the interconnection policy. Prior to the change in 1936, Bell companies "generally declined to furnish circuits to broadcasting companies which contemplated making interconnections with circuits of others. Exceptions have been made for broadcasts of great public interest and in cases where adverse public relations would result by denial of circuits."

Asserting that numerous exceptions to the policy prohibiting interconnection were revealed in the investigation, the Walker report said that, in general, exceptions were "tolerated or permitted" in the interest of "public relations". The report set forth a resume of two of these instances as illustrative of exceptions—a case involving Westinghouse stations WBZ and WBZA, Boston-Springfield, and the so-called "Pennsylvania case" involving stations in that State which used Western Union circuits between Philadelphia and New York City, for the old American Broadcasting System which was the forerunner of the present Inter-City Broadcasting System.

Discussing the present position of A. T. & T. in furnishing wire facilities, the report stated that the Bell System gross revenue from furnishing such facilities to broadcasters totaled approximately $5,500,000 during 1935. The Long Lines Department of A. T. & T. received $4,529,162 of the amount, of which $952,805 represented prorates to the other Bell operating companies. These latter companies in addition to prorates received gross revenues of about $1,000,000. Western Union and Postal, which also lease circuits to broadcasters, derived revenues from this source during 1935 of $10,754 and $18,865 respectively.

As of March 31, 1936, Bell furnished NBC and CBS 24,949 and 17,217 circuit miles of radio channels respectively. In addition, it furnished to other stations not associated with these chains, "many hundred miles" of circuits. In contrast, Postal furnished 3,369 circuit miles of radio channels to broadcasters on Aug. 6, 1936, whereas Western Union was furnishing only a little more than 300 miles as of July 29, 1936.

WTBO roars where network stations squeak
Nearest Chain Outlet is 100 Miles Away
So . . .
Don't forget Maryland's second richest market —and the vast contiguous area in seventeen counties in Penna., Va., W. Va. and Md. with . . .
• Total Population 639,960
• Radio Families 98,400
• Annual retail Sales $177,939,000
consistently served ONLY by WTBO
NO CHAIN STATION, regardless of power, has overcome the mountainous barrier which hems in this rich area.
To National Advertisers WTBO is a MUST medium
WTBO
Cumberland, Maryland
800 KC. 250 WATTS
National Representative-JOSEPH H. McGILLVRA

THE PICK OF THE
RADIO
STATIONS IN WESTERN CANADA

In Western Canada—
all these stations are
C.B.C. basic outlets.

In
Manitoba

CKY Winnipeg
is western Canada's Most
Powerful Station
and
CKX Brandon
completes the Manitoba
radio coverage.

In
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The people listen to—
CKCK Regina

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These three stations afford
the only 100% coverage.

CJCA Edmonton

CFAC Calgary

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You cover a wealthy
Mining and Fruit Farming Area with—
CJAT Trail

Canadian Representatives
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Paley Asks Minimum Interference

(Continued from Page 15)

as steadily for another 10 years as it has during the past 10 under the stimulus of private competition and the growing realization on the part of the broadcaster of his public responsibility and his public opportunity, the authorities will in the end find deep satisfaction in having furthered another American triumph along traditionally democratic lines.

Getting at the Facts

The next thing I believe is that there should be consistent public effort to strengthen and encourage network broadcasting. The miracle of radio lies in networks. That will always be true unless you can achieve a geographically even distribution of talent and can arrange that every great event, every human drama throughout the world, can be played simultaneously in every man's back yard. The greatest usefulness of radio lies in its ability to bring to all the nation the best entertainment, the most authoritative discourse and discussion, the swiftest first-hand participation in the drama of the world; and to do those things you must have networks. In saying this, I do not in any sense decry the local station and the usefulness with which it can serve its community. Both local stations and networks have contributed to the fact that 82% of the homes in America have radio receivers, a larger percentage than in any other country. Though it is true that stations with network service are listened to by vastly more people than those without it, we should not forget that even the smallest local stations very generally find striking opportunities of service in their own areas.

The FCC has just decided upon a full investigation of network broadcasting and the relationship of stations to networks. Because there has been so much talk of monopoly, I am glad they are about to get the facts, because I believe the facts will show that broadcasting would suffer very quickly if network operations were limited or hampered.

There is no other way for the public to get the kind of radio broadcasting that dominates in America today. It is not physically possible and it is not feasible from a dollars and cents point of view. I can assure you that I can imagine no more intense competitive spirit than that which today drives the three sets of owners and management groups who operate the four existing nationwide networks.

Those who regard a local station as the primary purpose of broadcasting and cry monopoly because part of the time of the local station is used in giving network service and because network programs have the right of way, are taking a narrow local view, in my opinion, of the real contribution that network broadcasting makes to the public. There are a great many local stations not connected with any network and no network even begins to use all the time of the stations affiliated with it or ever intends to.

Size of Networks

I turn now to a question frequently raised and thus far never settled. How many broadcasting stations should a network be allowed to own? Confusion on this point arises I believe from fear that we might use facilities for propaganda purposes. I have already told you that we shall not. I have gone further and said that I believe no broadcaster should be allowed to, even if he wanted to. So even if you are one of those who see a danger in a chain of newspapers, I believe you cannot logically draw the parallel. I do know that you will not find local station standards higher than network standards. I do know that a network like Columbia, which first brought competition into the field and which is today the largest single network in the world, should always have adequate countrywide facilities so that its programs can easily be heard in all parts of the country. And further, we should be able to control the network's operations to a degree that makes them effective and responsible and economically sound.

Columbia at the present time is a network of 114 stations. Of these stations we own eight and lease one. All the others have voluntarily entered into contracts with us. If those of you who are sufficiently interested will ask around in any of the few communities in which we do own stations, I think you will find that we are more than welcome in the community.

So I think our own operating and economic problems should govern our acquisition of stations and that there should not be a false assumption that the public interest is being endangered or monopoly is threatening when now and then, we do buy or lease one.

Prices for Stations

There is also a question as to the price that should be paid for stations. Some have argued that the FCC should try to regulate such prices. I believe the Commission itself is perplexed on this point both as to law and as to duty. Certainly there is no clear mandate in the law. The law charges the Commission with seeing that licensees operate in the public interest, convenience and necessity, but is silent on the question of sale prices. Naturally a decision on this point is of great importance to all broadcasters. I hope that the Commission will decide that it will not try to set up any regulations governing the price at which a radio station should be sold. The logic that the ordinary rules of business transactions should govern impresses me as the soundest public policy. We have ourselves been criticised because we paid a very large sum for a radio station in Los Angeles. The facts are that we needed better facilities out there, we could not get them for less, and we bought at the best price we could negotiate. I think we could have been more justly criticised had we refused to spend the money to better the network.

Analogy of Newspapers

Frequently I draw my parallels from the newspapers. Would the public tolerate having some public agency fix the price at which newspapers could be sold with the purpose of keeping that price down? Would it be sound to say to a newspaper proprietor: Make all the money you can while you are at it, but no matter how prosperous a property you build up neither you nor your estate may ever sell it to advantage? I do not think so. I think you would interpose too much human temptation to milk that property in a hurry. And I do not believe any kind of regulation or legislation could be sharp enough and shrewd enough to prevent such milking. I believe the same is true of radio stations.

So long as buyer and seller know the terms of the license, I do not think it is a matter of public concern what Jones wants to pay for Brown's station, any more than it is a matter of public concern what Jones wants to pay for Brown's grocery store. And I believe it is

Results COUNT MOST
CJCA
Edmonton • Alberta
Largest and Most
Popular Station
In Northern Alberta
Basic CBC
WEED & COMPANY
RADIO STATION
REPRESENTATIVES
NEW YORK - CHICAGO
DETROIT - SAN FRANCISCO

PROFESSOR WHIZ!

"THAT IS POSITIVELY CORRECT"
WBNX IS A RADIO STATION IN
NEW YORK SERVING WITH
NATIONALITY CHARACTERISTICS THE
LARGEST FOREIGN LANGUAGE
POPULATION IN THE COUNTRY

WBNX NEW YORK 1000 WATTS DAY AND NIGHT

The Station that Speaks Your Language

much more important for Radio Brown to want to build up a valuable property, endowed with public trust and confidence and popular esteem, than it is for Grocery Store Brown. In thinking about this we must remember that the public pays nothing for radio service and therefore it is unaffected by the values established for radio stations.

There is one more vital aspect of broadcasting that I want to discuss.

A Longer License

As you probably know, broadcasters operate under a licensing system—a license of only six months duration. Every six months renewal applications are acted upon. Broadcasting is a creative business, and in many of its aspects more an art than a business. It is as unfair and as unwise to license it in this way as it would be to give men short-term licenses to publish newspapers, to write books or plays, or to make motion pictures. I feel quite sure that nobody really wants to keep broadcasting in a position where it might some day be faced with the necessity of pleasing those in power in order to continue to exist. I do not think it is wise for the American people to allow the whole broadcasting structure to continue to rest on such a weak foundation.

I know that licenses running over a period of years would be in the interest of broadcasting; I very earnestly believe that such long-term licenses would be in the interest of the public. I have already stated that I think a broadcaster should have to agree to freedom of the air, fairness of the air and nonpartisanship of the air, as a condition to getting a license at all. So I say, give him a license over a term of years. That license requires that he operate in the public convenience, interest and necessity. If after a full and open trial it is proved that he has not so operated, take the license away from him. This seems to me a stable, sensible, equitable plan of operation that harmonizes with our whole general way of administering affairs in this country. I propose this now because I believe in such a plan would lie ample public protection and at the same time it would put an end to the present sense of instability that is bad for all concerned.

The Public's Interest

I have not touched upon even the highlights of a year's work which involved more than 18,000 Columbia Network broadcasts covering virtually every phase of our national interests — entertainment both popular and classical, news and information, sports and education, religion, and a host of others. The planning, the thinking, and the hard work of a small army of people went into the creative advances, the technical improvements, and the widened spheres of entertainment which we achieved during the year. We have in preparation a complete analysis of what we have been doing and we shall be glad to send it to any listeners who would like to have it.

I have devoted my entire annual report to discussing some of the public phases of broadcasting because it seems important that they should be discussed at this time and I have made this report to you, the radio audience, because, as I said at the outset, these public phases of broadcasting do not concern broadcasters alone.

America's great glory is freedom of the press, of speech, of assembly. None of these has been achieved accidentally or maintained idly. Today I believe it may fairly be said that freedom of broadcasting takes its place in importance alongside them. That is why I think Americans generally should be actively interested.

Paley's Speech on Federal Regulation Draws Favorable Comment From Press

NEWSPAPER editorial reaction to the April 5 speech of William S. Paley, CBS president, was generally favorable, with the press agreeing that Federal censorship of programs would endanger the basic freedom-of-speench requirement of democratic government.

The *Washington* (D. C.) *Post*, commenting on the address, criticized the FCC six-month license policy. "Since Washington's primary concern with the radio is to maintain mechanical order in the ether," the *Post* said, "this (six-month license) seems an unnecessarily frequent requirement. Each application brings the radio manager before a public official. The less the necessity for such meetings, the better democracy is functioning."

The *Post* concluded its discussion of the censorship phase by pointing out that radio amply demonstrated its eagerness to avoid bias during the recent political campaigns. No censorship is required from the good-taste standpoint, said the *Post*, because of the alacrity with which listeners protest and sponsors apologize.

Gen. Johnson Comments

Gen. Hugh S. Johnson, newspaper syndicate writer, said the only justification for Federal regulation is the fact that broadcast signals interfere with each other if not regulated. "Perhaps the greatest single essential of democracy is free press and free speech," Gen. Johnson wrote in his April 9 column.

"What more justification is there for the FCC, by any device or invention, to control what may be said on the air, than for the War Department, for example, to control what may be said on a street corner or what opinion may be voiced in the editorial columns of a newspaper?

"The FCC was an absolute necessity to assign the various wave lengths to particular stations to prevent the air from becoming a pandemonium of bedlam and assure the public of orderly, receivable programs, on channels at least well enough defined to prevent intolerable chaos.

"About whether it has done that job impartially and well, there is a great deal of argument, but how can anybody successfully refute Mr. Paley's argument that the necessity for doing that does not confer any right or justification for censoring speech or programs.

"Free speech and free press are properly restricted by the laws and remedies against lewdness, libel, fraud, scandal, indecency and immorality. These have served as well as liberty can permit them to serve in relation to both the printed and spoken word. They serve equally well in relation to the broadcast word. The eternal vigilance which is the price of liberty, requires that no Federal bureau be permitted to sneak up on them by any such device as beginning to decide whether what is spoken is 'in the public interest, convenience or necessity.'

"Is there danger of that? Danger? A broadcasting license has already been threatened because the commission thought a particular program was not in the public 'interest, convenience or necessity.'

" 'It is not in the public interest and it is not necessary for you (me) to write this piece.' Suppose on such dictum the FCC could prevent its publication. A howl would go up from one end of this country to the other. But its argument seems to go the length of saying the commission at least has the power to do just that on the air.

"The danger of radio violating these FCC rules is more than sufficiently controlled by the licensing provisions, which are far too drastic and which I think have been arbitrarily used with too little goldfish bowl publicity. But I believe there is a real danger to free speech in the general attitude and tremendous powers of this commission."

IN BIRMINGHAM
It's
WSGN
Birmingham "home folks" keep their dials tuned steadily to WSGN. Low cost coverage of the rich Birmingham market makes it "Alabama's best radio buy" for the advertiser!
The News Age-Herald Station
Birmingham
1310 KC.
Affiliated With
NBC BLUE NETWORK

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & PETERS

No Horn Puller Inners Here!

The sign is up in a lot of quarters these days to "pull in horns". Folks in general seem to be leaning towards the over-cautious side, but not so with WWVA friendly listeners in their relationship to *their* radio station. The week of March 14 was our highest one-week fan mail count on record, with a total of—

46,957 Pieces

•

But There Is More!

The WWVA Fan Mail count for March 1938 was the highest one-month total on record.

83,316 Pieces

Check This Powerful WWVA Radio Service

National Representatives
JOHN BLAIR & CO.
NEW YORK . . . CHICAGO
DETROIT . . SAN FRANCISCO

Columbia Station
5,000 WATTS
WWVA

LANG-WORTH
planned programs
LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD
•
LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

Propaganda Poisons Europe's Air

(*Continued from page 20*)

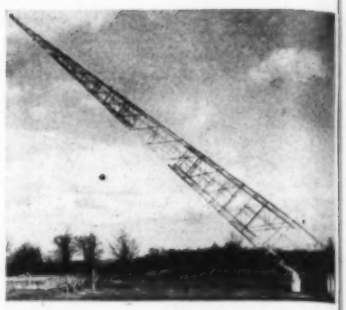
European states. This tremendous thing—the power of radio waves to pass all man-made boundaries, both physical and spiritual—was welcomed at first as a great new factor for peace. But soon after the setting-up of broadcasting systems in Europe it was found to be a new and incalculable element in the propagation of war. Indeed, the intercepting of radio waves was forbidden for some time after the World War; and this prohibition, dictated by fear, delayed the setting-up of radio services in the European area.

It must not be forgotten that this circumstance, as much as any, brought about the various measures of control which today give such an unsatisfactory picture of European broadcasting from the point of view of freedom. 'Thus it soon happened,' says A. E. Burrows, secretary-general of the International Broadcasting Union, 'that most broadcasting organizations, certainly those in the highly complex and politically sensitive European area, found it necessary to ask for a previous submission of the manuscript from all invited to broadcast from their studios'.[2]

As early as 1926 the International Broadcasting Union, which without legislative power of any kind has brought order into the European ether and maintained it without government aid for upwards of eight years, negotiated a gentlemen's agreement to the effect that the member organizations would adopt all possible guarantees against transmissions which would harm the spirit of cooperation and good international understanding. Ever since then an important part of the Union's activities has been directed to the restriction of propaganda, hostile comment and incitement of political unrest.

The first flagrant example of hostile broadcasting came in 1926 and, significantly enough, as the result of the minorities question created by the more well-meaning of the statesmen responsible for the Treaty of Versailles. As a result of the plebiscite in Upper Silesia, decided in favor of Poland, more than 200,000 Germans found themselves on the Polish side of the border, and their alleged treatment by the Poles became the subject of border strife. The powerful German transmitter at Breslau took a hand in the fight by broadcasting to the expatriated Germans, and the Poles were furious. The result was that at Geneva Polish and German statesman made faces at each other while fiery protests were aired. In the meantime German and Polish broadcasters, friendly comembers of the IBU, settled the matter by a regional agreement of nonaggression over the air — the first step toward what was to become known as 'moral disarmament'.

[2] 'Broadcasting and Peace,' International Institute of Intellectual Co-operation, Paris, 1933.



TOWER — Of WCKY, Cincinnati, one of two retired by a new and modern radiator, is shown on the way down as a high wind finished the job after torches had been used to cut the bases. The two 230-foot towers were replaced by a vertical antenna 350 feet high for WCKY's 10,000-watt signal.

How Radio Is Utilized In Race for Power

This agreement has worked, as between Germany and Poland, to this day; and for years only minor infractions of the earlier gentlemen's agreement ocurred, to be adjudicated by the IBU. Then in 1933 the Nazis came to power in Germany, and within a short time there started a radio war.

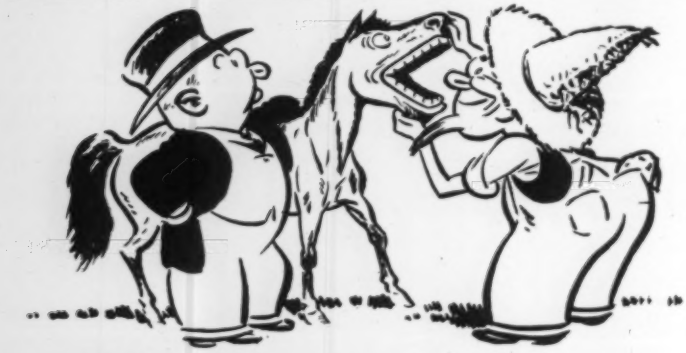
It illuminated in lurid colors what hostile broadcasting really meant, how it could precipitate a national tragedy in a neighboring country.

The lesson was taken to heart—if not by Germany, then by others. Austria, unable to come to terms with her most powerful neighbor, concluded a radio nonaggression pact on the Polish model with Czechoslovakia. And in far-away South America, six countries concluded agreements to the same effect. Broadcasting had gained recognition as a breeder of war.

This recognition was in fact already being accorded in more sinister ways. It started a race for power in the ether. At the beginning, when it was just a question of frontier stations, the Union exerted its influence for the reduction of power; the new power competition concerned not merely single frontiers but the whole of Europe, for distance was no longer a serious handicap in the high-power era that had begun to dawn.

In 1930 the 238 stations of Europe developed an aggregate power of 1813.9 kilowatts; in 1937 there were 336 medium and longwave stations alone with an aggregate power of 7290.8 kilowatts. The average power of the single station had nearly trebled in the intervening space of time.

Overwhelmingly the greater part of this increase is accounted for by highpowered and superpowered stations, such as would be neither permitted nor practicable in the United States. This development is sensational when one realizes that in 1930 the 100-kilowatt station was unknown. Then, after the



WHAT'S HE LOOK LIKE IN THE MOUTH?

Our scientific "hayseeds" know that testing before buying is good business whenever possible. And, fellers, that's a meaty thought for you scientific advertisers as well! If you've a campaign idea that needs testing, try it out over station WDAY!

WDAY is the only chain station in the entire Red River Valley — a clear field, unclouded by the competition that so often prevents tests from giving the true picture you need .... What time shall we hold open for you?

WDAY, INC.
N. B. C.
Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES
FARGO N. D.
940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

NORFOLK - VIRGINIA
National Representative - EDWARD PETRY & CO.
WTAR
VIRGINIA'S OLDEST BROADCASTER

construction of the 120-kilowatt stations at Warsaw and Prague in 1931 (presumably in answer to the previous erection of high-power stations in Russia), the race began. Stations went up to 100, to 120, even to 150 kilowatts all over Europe, and Russia, to top everything, built Europe's most powerful station at Moscow, developing 500 kilowatts. The following table will show more clearly what has happened within the short space of five years — years which coincide with the recrudescence of aggressive nationalism and the greatest armaments race in history:

Stations of	*1932*	*1937*
20-29 kw.	9	16
30-39 kw.	4	7
40-49 kw.	2	1
50-59 kw.	8	9
60-69 kw.	6	9
70-80 kw.	1	4
100-119 kw.	5	27
120-129 kw.	2	27
130-150 kw.	0	13
200-500 kw.	0	3
Total high-power stations	37	116

The great propaganda machine was nearing completion: the voice of the modern 'champion' was acquiring dynamics commensurate with the power of the guns.

What Happened at 1932 Conference on Radio

But alongside the 'armament' of the ether, ways were being sought to ensure peace. The very people that set the new pace in transmitters—the Poles—also took the lead in moral disarmament at the World Disarmament Conference in 1932. Bearing in mind their bitter experience in Silesia six years before, they made an ambitious proposal for a treaty affecting not only radio, but press, theatre, film, and school. This met with such hostility on the part of various countries that it was abandoned, like all the other beautiful projects of that most ambitious effort of League of Nations history.[1]

But not quite. The League, foiled everywhere else, salvaged the idea of restricting hostile radio activity and commissioned its subsidiary body, the Committee on Intellectual Cooperation, to work out a convention which could be adopted by the powers. In 1933 the first text was submitted by the League to the various governments. At a conference held in the autumn of 1936, 28 nations signed the convention, and eventually 37 executed the final act, among them most European countries, including the U.S.S.R., but not including Germany and Italy.

[1] Among the most bitter opponents was the American Government, which quite naturally saw in this scheme an attempt to curtail the sacrosanct right of free speech.

Cowan in N. Y. Mirror

NEW AIR THREAT

Boundaries may be heavily guarded, but Mussolini has discovered how to cross them "through the air", by radio.

This 'Convention for the Use of Broadcasting in the Cause of Peace' provides that the high contracting parties mutually undertake to prohibit the broadcasting of anything which is detrimental to good international understanding, or which will incite the population of any of each other's territories; undertake that nothing which is transmitted by their broadcasters shall incite to war; that nothing harmful shall be broadcast which is known — or ought to be known by the responsible persons—to be incorrect.

Like most international agreements, this first European radio treaty is as important for what it omits as for what it contains. The real 'disarmament' clauses, which the idealists responsible for its promotion finally managed to embody in a series of attached recommendations, concern two very important things. One of them demands vigilance against broadcasts which, even though they may not incite a foreign population, may give offense to its sentiments —national, political, religious, or social.

The other calls particular attention to transmissions in foreign languages. Recent history has shown that it is just these two points that have led to international conflict; yet to convert them into treaty obligations would undoubtedly mean a further restriction of the freedom of the air.

Now, so long as this Convention is not signed by Germany and Italy it has, of course, very little practical value for Europe, since the nations who adhere to it are precisely those who are least likely to give offense in any case. But whatever its restraining influence may be, it does not affect the more important, because the more far-reaching, activities of those powers which have developed that last word in stentorian champions, the highpowered shortwave transmitter, with its literally unlimited range.

This development has taken place, in very recent years, without legal or conventional restriction of any sort. No international regulation within the shortwave broadcasting band exists. A wild scramble for wavelengths has resulted in a wholly arbitrary and lopsided status quo. Politically this is a major problem in the world today.

Germany's Modern Tower of Babel

The peculiarity of shortwave transmission, which at first was thought to be only of local importance, is that it is most efficacious over ultra-long distance and especially in transoceanic work. The direct wave, or so-called ground wave, fades after a short distance, but the skywave, reflected from the Kennelly-Heaviside layer of the atmosphere, encircles the earth. Through the device of directional antennae, these waves can be aimed

THE VOICE OF MISSISSIPPI
WJDX
5000 Watts
JACKSON
N.B.C.
ACTIVITY PLUS!
• MORE TOURISTS
Mississippi Hotels enjoy a 300% increase in tourist trade over 1937.
• MORE INDUSTRIES
Increased appropriation for industrial program means additional industries for Mississippi.
• MORE CASH CROPS
Farm incomes from livestock and livestock products in January was nearly double that of January, 1937.
•
All this adds up to—more money and more sales. Don't miss this market. Include WJDX on your next schedule.
Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

KFRU
COLUMBIA, MISSOURI
A Kilowatt on 630
A Sales Message over KFRU Covers the Heart of Missouri

FLIN FLON Facts
Did you know that . . .
Flin Flon has as large a per capita payroll as any place in Canada.
Representatives: Weed & Co. - United States. All Canada Radio Facilities, Canada
CFAR
FLIN FLON, MANITOBA
Canada

KROC
ROCHESTER • MINNESOTA
CROSSROADS OF THE NATION STATION
KROC SERVES

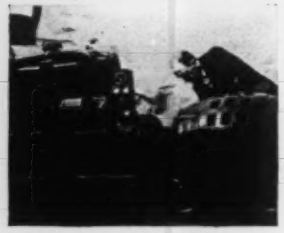
	Primary	Secondary
Population	239,794	237,901
Families	57,324	58,271
Radio Homes	51,459	50,347
Retail Sales	$67,328,000	$39,851,000
Spendable Income	$109,358,000	$87,491,000

89% of all families own one or more radio sets. Nearly 500,000 persons are KROC minded.

KSFOCUS

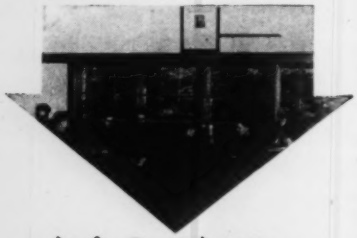
Secret Ambition: Singer Ella McSpeddan gets her chance to douse Batonman Albert White in "My Secret Ambition," a CBS Coast feature from KSFO. Have you a secret ambition to sell Northern California? Tell it to KSFO.

California Weather: It rains hard and blows hard here sometimes. And just a few weeks ago other San Francisco stations envied KSFO's emergency power equipment when they were forced off the air. Automatically, KSFO stayed on.



Surprised Jeweler: "Results we've never been able to duplicate in any other medium" should not have astonished L. J. Milenbach of Milen's, Oakland jewelers, but they did... and resulted in a new contract for another year on KSFO.

Nice Messes: Says a major at San Francisco's Presidio, "In inspecting the messes of this post yesterday, I found radios in 11 of the 14 tuned to KSFO." The arrow below points with pride.



KSFO

SAN FRANCISCO

560 KC...5000W day...1000W night

PHILIP G. LASKY, General Manager

National Representative:

FREE & PETERS, Incorporated

COLUMBIA BROADCASTING SYSTEM

at any desired section of the globe, thereby increasing audibility in that region. Thus it came to be used for transoceanic communications.

As the abstruse science of shortwave transmission came to be mastered (adaptability of certain waves to light or darkness, seasonal cycles of efficiency, sun spot activity, etc.), broadcasters began to exploit the new domain in hitherto unsuspected ways. In 1930 only three shortwave transmitters were used for broadcasting in Europe; today there are over 40 sizable ones, and more are being built. Shortwaves require proportionately less power to project them. A 2-kilowatt transmitter in Addis Ababa carried the Negus's voice to America, over 7,000 miles away. Yet many shortwave transmitters now in use are of the order of 40 and 50 kilowatts; others now being built will go up to 100 kilowatts and probably more.

The value of this method of long-distance transmission in creating a new link between parts of a far-flung community like the British Empire is obvious. Great Britain therefore took the lead. The British Empire station at Daventry, with its six transmitters, reaches virtually every British dominion and possession with a carefully timed cycle of transmissions. But the Germans, whose 'empire' is of different nature, were not far behind. Prior to the Olympic Games of 1936 they increased their small but very efficient shortwave station at Zeesen to comprise eight powerful transmitters—two more than the British—thus making it the largest and most potent propaganda machine in the world. After the games were over, this giant station, by virtue of highly intelligent engineering and very astute publicity technique, became the most terrific agency for the spread of political doctrine that the world has ever seen.

What Italy and Germany Do With Shortwave

Having no colonial territories, the policy of the German shortwave service is, first, to reach 'colonies' of overseas Germans wherever they may be, make them conscious of their ties to the Fatherland, and preach to them the Nazi philosophy of national greatness; secondly, to promote 'good will' and create German markets in competition with other exporting countries; and thirdly, to convince the rest of the world of German greatness and the justice of German aspirations. This is being done consistently in six languages—and more, as required.

It is carried out with tremendous thoroughness, broadcasts being aimed with great accuracy and efficiency at definite communities to be cultivated. German-Americans in the United States are showered with brotherly love from 'home'; the South Africans, in Afrikaans language, are mollified on German colonial claims; the South Americans, in Spanish and Portuguese, learn to revere German music and incidentally German machines; and so on. Nobody is forgotten. A series of broadcasts aimed at Tasmania—opening with 'Hello, Tasmania, beautiful Apple Isle'—is but one example of this new 'spot' propaganda.

Italy, both master and pupil to German Fascism, is not far behind the big brother in this field. The shortwave station at Prato Smeralda, always one of the best-functioning in Europe, is, according to official announcement, being supplemented by two shortwave transmitters of 100 kilowatts each and three of 50 kilowatts each, besides an ultrashortwave at Monte Mario. This will carry the Italian 'empire station' far beyond its British prototype, although the Duce still considers his empire in its infancy.

The use to which these transmitters will be put is not in doubt. Even now the Rome transmitters emit a fairly steady stream of Fascist propaganda, mostly in the guise of news, history lessons, and reports regarding the march of Italian civilization in Africa and elsewhere. During 1937 the Italian shortwave station was broadcasting regularly in Italian, English, Spanish, Portuguese, Arabic, Chinese, Japanese, and Hindustani.

As a result, the British felt themselves politically menaced in the Mediterranean, in India, in the Near and Far East, and along their trade routes everywhere, and soon announced their policy of worldwide broadcasting in six foreign languages. For this purpose additional powerful shortwave stations have been authorized, a step which is bound to be answered by further increases in Germany, and so on.

Other countries with colonial empires—the Dutch, the French, the Belgians, and the Portuguese—are all using shortwave broadcasting to provide their colonists and natives with news and entertainment from home. In none of these cases does there seem to be a determined effort at propaganda outside the legitimate scope. But France, which already broadcasts a cultural program to the United States, soon ordered the construction of a 100-kilowatt shortwave transmitter at Pontoise. The French Radio-Coloniale, run by the Colonial Ministry, today transmits in French, English, Arabic, Italian, and Portuguese, all of which languages are spoken in French territories. Of non-colonial countries the first to enter the shortwave field is Czechoslovakia, with its excellent station at Podebrady (35 kilowatts), which at last accounts was broadcasting in Czech, Slovak, and—for the United States—in English.[8]

Propaganda Dominates In the War of Words

When we give all this activity its right name, we must not forget that propaganda, in the nationalistic countries of Europe, is regarded as an entirely praiseworthy endeavor. Even the regional nonaggression pacts specifically provided for a certain amount of legitimate propaganda. But much of this shortwave propaganda is not legitimate by any liberal standards and some of it is openly hostile. Russia (which uses all the leading European languages in its shortwave transmissions) attacks Germany, Germany retaliates; both accuse each other when giving 'information' about Spain. The air is filled with recriminations of this sort.

The only nonnationalist shortwave transmitters of any importance, at the present writing, are those of the Vatican, which is nevertheless ideological, and of Prangins, in Switzerland, which for broadcasting purposes is leased to the League of Nations. This, the

[8] The foregoing paragraphs are reproduced from the author's 'Radio as a Political Instrument', published in *Foreign Affairs* for January, 1937.

HEARD ABROAD
Many U. S. Stations Reach British Isles

THAT many United States broadcasting stations can be picked up fairly consistently on their regular wavelengths in the British Isles, while no Canadian stations are very well heard there, is reported by "R. A. S." in *World-Radio* of London. Some Britishers with a penchant for tuning distant stations despite the hour are hopeful that Canada's new 50,000 watters will be heard, but this writer reports that none of the Canadian stations are now very well heard in England.

Signals received from the United States generally are heard on the clear channels, thanks largely to the exceptional west-east characteristics of some wave lengths, but there are some regionals in the list compiled by "R. A. S." as best heard in his country. The former stations he lists as WCAU, Philadelphia; WPG, Atlantic City; WTIC, Hartford; WBZ-WBZA, Boston-Springfield; WEAF, WJZ, WOR and WABC, New York; WOAI, San Antonio; KMOX, St. Louis; WBT, Charlotte; WSB, Atlanta.

Lower power regional stations which "make a big noise" in England are given as WNAC and WAAB, Boston; WHN and WNEW, New York; WIOD, Miami.

THEY'RE TUNING IN WATL IN ATLANTA

IT'S A HABIT!

Atlanta listens to WATL Newscasts. Broadcast every hour on the hour Available for sponsorship

WATL ATLANTA

News

is your best bet

TRANSRADIO

only neutral shortwave outlet in Europe, is available for program traffic to any foreign broadcaster who wishes to hire it and submit to the rules (due notice and submission of manuscript if required); and it has been largely used on this basis by the American radio chains.

The League itself has made a practice of broadcasting bulletins of its own activities in the principal languages at least once a week for some time. During the League Assembly of 1937 daily transmissions were broadcast for the first time, and parts of the actual speeches were interpolated, either directly or by the recording method, to add program value. A broadcasting expert, lent by the BBC, was attached to the staff, and the new broadcasting budget provides for an increased service.

No attempt was made, however, to broadcast League propaganda, or in any way to counter the propaganda of anti-League countries; in other words, international democracy is even less vigorous than the national democratic governments in defense of its principles in the air.

Apart from these mild, academic effusions the earth's ether is suffused with political venom, projected with ever-increasing efficiency by those countries which profess anti-democratic creeds. The dictator countries have, roughly, preempted 30 out of the 94 effective shortwave frequencies now operated for broadcasting, with an aggregate of 1,033,000 watts out of the available 1,484,000 watts of short-wave power in the world (1938). In assaying the opposing forces in this 'war of words', and comparing the effectiveness of the authoritarian stentors with the democratic ones, it must also be remembered that the advantages of initiative and unscrupulousness are on the side of the former. It is not likely that any of the Fascist, dictatorships will sign or ratify the 'moral disarmament' pact. Their mouths—as well as their hands—are therefore free.

Popeye Also on Discs

JOE LOWE Corp., New York (Popsicles), starting *Popeye the Sailor* on CBS May 2, three quarter-hours a week, on May 16 adds transcriptions of the same show on more than 50 stations. Agency is Blackett-Sample-Hummert, New York.

Stations Provide Service in Storm

RAIN and snow storms throughout the country on April 7 broke down A. T. & T. wires in a number of spots in the West and Midwest and threatened interference with NBC programs. By re-routing shows to and from the Coast, no station missed programs. CBS and Mutual were not affected by the storm.

The sleet storm which struck Iowa and the Mid-West April 5 interrupted the power at WHO, Des Moines. On the morning of April 6 telephone communications between WHO studios and transmitter succumbed to ice-weighted wires unable to withstand the added pressure of a 40-mile gale.

Transmitter engineers, using an emergency turntable, played phonograph records without a microphone until studio engineers made the 19-mile trip with more equipment. Off at 9:30 a. m., program service was resumed at 10:53 a. m. Roy Pratt, WHO plant supervisor, strung a temporary aerial for a receiver on which NBC-Red network programs were picked up from WOW, Omaha.

WMBD, Peoria, Ill., was quick to begin operations from the scene when a tornado recently struck South Pekin killing nine persons and destroying property worth $1,000,000. All lines were down and temporary quarters were installed in the kitchen of a Pekin home. With the help of Kenneth Patterson, amateur operator of W9MDF, Chief Engineer Ted Giles of WMBD, and Jack Brickhouse, special events announcer, broadcast Red Cross and relief instructions.

Meanwhile, in its Peoria studios, the WMBD staff enlisted doctors, nurses, ambulances, police and rescue workers. Harold Bean, program director, Announcers Don Tolliver and Howard Dorsey broadcast messages to the State police and enlisted emergency supplies from listeners. Police cars were tuned to WMBD and the station cleared all official messages for more than three hours. Gomer Bath, assistant manager of WMBD, and Announcer Brooks Watson described activities from the scene of the disaster and cooperated with officials in keeping highways clear by broadcasting emergency warnings.

Staff artists of WMBD broadcast a special relief fund program for the Red Cross, raising the $1,500 quota in less than an hour. The local press, civic and social organizations praised the service rendered by WMBD.

APRIL — Sleet storm in Iowa pulled down the wires from transmitter to studio of WHO, Des Moines, so a temporary studio was set up at the transmitter 19 miles from the city. At controls is James Gwynn, WHO engineer; munching lunch is Engineer Reed Snyder, and at the mike is Ernie Sanders, announcer.

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate 1000 Watts
$50,000,000 Tourist Business
—yearly in North Carolina. And the ONLY blanket radio coverage of tourist-favored Western North Carolina, the mountain area, is over WWNC. The big months for visitors and vacationers lie just ahead. Start your WWNC schedule AT ONCE!

THEN THE DEALERS SPOKE UP AND SAID—
A recent full-week telephone poll accorded a local WAVE program 72% preference as Louisville's favorite daytime program! *But did the program increase sales for its sponsor?* In a loud chorus, 90.9% of the dealers questioned said "YES"! They said some other things, too: "More than doubled my sales"....."Your program has made the product one of my five leading items", and so on.... May we show you our recipe for building and holding *better business* in Louisville? Write WAVE today!
An N. B. C. Outlet
NATIONAL REPRESENTATIVES: FREE & PETERS, INC.
STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

WROK
IS
THE
RADIO VOICE
OF NORTHERN ILLINOIS AND SOUTHERN WISCONSIN
Rockford, Ill. 1410 K.C.
Kelly-Smith Co., Reps.

ASSOCIATED RECORDED PROGRAM SERVICE
Quality Programs for Commercial and Sustaining Uses.
25 West 45th Street
New York City

Candy Wholesalers Plan Wider Radio Campaign

NATIONAL Confectioners' Association of the U. S., Chicago, trade group of the wholesale confectioners, has started broadcasts of the industry's slogan, "Candy is a Delicious Food—Enjoy Some Every Day", on KCMO, Kansas City. The slogan will be used 546 times for a period of 26 weeks, with the billing estimated at $1,600, borne by a local manufacturer. The association has no advertising campaign fund itself, the cost of the time being paid for by leading candy manufacturers.

A second candy manufacturer has started sponsorship of the slogan seven times daily on WAIM, Anderson, S. C. Other stations are to be added during the summer according to Irving M. Tutuer, vice-president of McJunkin Adv. Co., Chicago, in charge of publicity for the association. Otto Schnering, president and general manager of Curtiss Candy Co., Chicago, manufacturers of Baby Ruth confections, who is chairman of the association's advertising and merchandising committee, reports that various candy manufacturers are working on plans to broaden the campaign.

VASSAR, famous women's college at Poughkeepsie, N. Y., entered the field of radio for the first time recently, its faculty and students broadcasting two 15-minute programs weekly over WGNY, Newburgh, N. Y.

Reallocation Held Up by Treaty

(*Continued from page 13*)

WBZ, WGY, WHAS, WJR, WJZ, WOR, WOAI.

The Commission on April 4 made public its bill of particulars in connection with the superpower hearing, sending the notice to all stations in the regular broadcast band. The scope of the hearings was made sufficiently broad to include economic issues as well as the purely technical aspects of so-called superpower operation. Effect of 500,000-watt operation on the earning capacity of stations, including rates and commercial support available, were made a definite part of the proceedings.

May Seek More Data

It is probable that additional information for the superpower hearing will be sought by the committee. Data on programs of these stations and detailed figures on employment, presumably breaking down various classes of employes, may be sought in advance of the hearings.

Specifically the question raised in the notice was whether the present *maximum* power of 50,000 watts on clear channels should be made the *minimum* power thus opening the way for 500,000-watt operation or even higher power. But this was made to apply to all clear channels as set forth in the present FCC rules. That number totals 40, despite the fact that a dozen already are "broken down" by virtue of duplicated operation and without taking into account the provision of the Havana Treaty, which would reduce the number of Class 1-A channels to a maximum of 25. The Commission has steadfastly refused to recognize the terms of the Havana allocations until the treaty is ratified.

This anomalous situation has tended to confuse the whole issue of the forthcoming hearing and has caused the concern existing among stations.

The departure from FCC procedure in setting up committees to follow through on these individual prospects is expected to be the forerunner of further delegation of authority to committees or individual commissioners. The physical inability of the Commission to cope with the many regulatory activities confronting it plus the prodding it is receiving at the hands of certain members of the Commission, has made such a course not only advisable but necessary. Whether the upshot will be a return to a division form of operation is still problematical, although it is talked about within FCC circles. Chairman McNinch, however, appears to be opposed to an autonomous division basis at this time.

Capitol Hill Echoes

In Congressional quarters, some pressure is still being exerted for a Congressional investigation of the FCC and this likewise has had repercussions within the Commission itself.

With adjournment slated within a month or six weeks, all thought of legislation of any character at this session involving radio has been largely dispelled. Despite that, the movement for an inquiry persists, apparently with the hope of getting through a resolution which would permit a recess investigation by a select Congressional committee.

A published report quoting Chairman John J. O'Connor of the House Rules Committee as favoring "an immediate sweeping investigation of the industry and of the Commission" was denied by Mr. O'Connor April 1 as "manufactured out of whole cloth." The article directly quoted Chairman O'Connor. His response was "I think somebody is impersonating me. I believe an investigation on that score would prove extremely interesting."

Another outcry for a Congressional investigation developed on the House floor April 11 when Rep. Connery (D-Mass.) placed in the record considerable correspondence, newspaper stories and other data dealing with the subject. He referred also to a statement made by Chairman O'Connor in a letter to the managing editor of the *Brooklyn Tablet*, Catholic newspaper, stating that if the Commission did not do something about an investigation of the "radio monopoly" he would do everything possible to procure a Congressional investigation. Mr. Connery attacked the committee set up to investigate networks as a "deliberate attempt to hoodwink the Congress" and to "whitewash." He placed in the record correspondence with Commissioner Case relating to stations owned by Arde Bulova, New York watch manufacturer, and to stock interests held in such stations by Harold A. Lafount, former radio commissioner.

He charged Chairman McNinch and his associates with "following the dictates of the radio monopolists" to sidetrack the resolution offered by Commissioner Craven for a network investigation.

Chief Accountant Norfleet declared April 12 he was pleased with the returns of questionnaires received from stations up to that time. He said that stations generally did not appear to be having any great difficulty with the interrogatories.

Bill of Particulars

The text of the FCC bill of particulars on the superpower hearings follows:

Pursuant to said order you are hereby notified that the Commission, at the time and place specified, will first hear any party, licensee, permittee or applicant on the questions hereinafter outlined as to whether or not Rule 117 should be modified with respect to authorized power of broadcast stations on clear channels and, in particular, to determine what limit if any will be placed upon such power; thereafter the Commission will hear any such applicants who may desire to be heard upon their individual applications.

For the purposes of the hearing upon the question of the modification of the rule the following issues shall be determined:

1. To determine if, in general, objectionable interference will be caused to the service of existing stations by increasing the power limit of stations assigned to the clear channels set out in Commission Rule 116.
2. To determine the nature and extent of the effect of the limitation, if any, of the service area of other classes of stations.
3. To determine whether the enlargement and improvement in the service of clear channel stations resulting from an increase in the maximum limit of power will be greater than any limitation of service that may result to other stations by reason of interference.
4. To determine the extent to which an increase in power on clear channels will enlarge the primary and secondary service areas of clear channel stations and improve the service of such stations.
5. To determine whether there is need for the proposed increased service which will be rendered by the use of the higher power on clear channels, and if so, in what areas such need exists.
6. To determine whether an increase in power on clear channels will tend to or result in an increase in, or concentration

New Tower...

KOIN

Only CBS Outlet For Oregon and Southern Washington

Now dominating this rich market more completely than ever through erection of new 540 ft. "IDECO" tower

Latest antenna development . . . vertical half-wave radiation . . . 22 acres of copper ground . . . with transmitter embodying "Class B" modulation . . . high-fidelity . . . high-level, 100% modulation without distortion.

KOIN's pre-eminence is due to a sound station policy of always considering the listener first . . backed by fine programs, both network and local, and consistent public relations activities. Programs considered undesirable under this policy are rejected . . these including all spot medical advertising and alcoholic beverages.

For prestige, showmanship and audience buy KOIN *first* in Oregon.

FREE AND PETERS

Exclusive representatives for both KOIN and KALE

In PORTLAND OREGON ~ Use KOIN and KALE

New Power...

KALE

Mutual Broadcasting System outlet in Portland, now operating on increased power of *1,000 watts.*

Same policies and high standard of operation as KOIN . . . Blaw-Knox ¼ wave vertical radiator . . . transmitter same type as KOIN.

Established record for low-cost results . . . details on request.

MEMO:

George—
Here's one place where there's been no recession! The oil fields within 100 miles of Shreveport produced 17% of the U.S. volume in 1937. That means prosperity!
Bob.

KWKH 10,000 WATTS CBS

KTBS 1,000 WATTS MBC

SHREVEPORT, LA.

Represented by THE BRANHAM CO.

of, economic or social power and influence in the clear channel stations, and if so, whether this may have an effect upon other stations, the service rendered by them, or upon the public.

7. To determine whether an increase in power on clear channels will tend to or result in a decrease in competition between stations and whether the service to the public will be affected thereby.

8. To determine what charges will be necessary to support the operation of clear channel stations at additional power, whether such charges may be borne by the commercial support available and whether such charges will have an adverse effect upon the character of program service rendered.

9. To determine whether an increase in the maximum limitation of power upon clear channels will tend to, or result in, a duplication of service, either day or night, rural or urban, and if so, the nature and extent of such duplication.

10. To determine whether the stations now operating upon clear channels are so located geographically that an increase in the maximum limitation of power on such channels will bring about, or tend to bring about, a proper distribution of service, particularly to the rural areas served by such stations.

11. To determine whether the habits of listeners under such conditions will be such that they will listen to the high power service rather than the more localized regional and local class service.

12. To determine whether or not an increase in the maximum power limitation on clear channels would tend toward a fair, efficient and equitable distribution of transmission and reception among the states and communities within the meaning of Section 307(b) of the Communications Act of 1934, as amended.

13. To determine whether or not a maximum limit of power should be fixed in the rule, and if so, what limit should be fixed.

14. To determine whether or not the present minimum and maximum power limits of Rule 117 should be maintained.

15. To determine whether or not public interest, convenience and necessity will be served by modification of Rule 117.

16. To determine what modification, if any, should be made in the public interest, convenience and necessity.

Each licensee, permittee, applicant or other party who desires to be heard shall, within 15 days of the mailing of this notice by the secretary of the Commission, file with the Commission verified notice of its intention to be present and participate in said hearing and shall set forth in detail a complete statement outlining the evidence which will be presented.

The above specified issues shall not be considered exclusive of, nor to preclude the presentation of, any other material evidence which any party may desire to present. But if evidence on any other material question or issue, not indicated herein, is to be presented by any party, a complete and detailed statement thereof must be furnished at the time the notice of appearance and above statement is filed.

TED HUSING will probably announce the Kentucky Derby on CBS May 7 for Brown & Williamson, according to a spokesman for BBDO, New York, the agency.

WJR, Detroit, has declared its regular quarterly dividend of 40 cents a share. The disbursement is payable April 30 to stockholders of record April 20. In 1937, a 90-cent extra declared before Christmas brought disbursements for the year to $3 per share.

Transradio Subsidiary And Radio Events Join In Transcription Service

TRANSRADIO News Features, transcription subsidiary of Transradio Press Service, and Radio Events, which has produced many programs for agencies in addition to its nationally syndicated script service, have combined forces to offer stations and agencies a new service of transcribed dramatic programs featuring well known players of the legitimate stage at less than the cost of individual station production, according to an announcement by W. G. Quisenberry, president of Transradio News Features.

Production will be under the supervision of Joseph M. Koehler, president of Radio Events, which, in addition to its staff of writers, producers and technicians, is building a stock company of radio actors to support the stage stars in these programs. Marketing of the shows will be through the Transradio organization, which has bureaus in 30 cities and a number of traveling sales representatives.

Three Transradio-Radio Events productions are already under way: *Salute to Love*, starring Selena Royal and Earle Larrimore; *Closed Doors*, written by Yolande Langworthy and starring James Bell, and *The Green Flame*, a mystery thriller by Libeth Abarbenel. Nationwide marketing of these productions will begin within the next two weeks.

Johnson Renews *Fibber*

S. C. JOHNSON & SON, Racine, Wis. (Glo-Coat), has renewed *Fibber McGee & Molly* on 64 NBC-Red stations for another year, starting April 12. Program, on for nearly three years now, will be broadcast 8:30-9 p. m. (CDST) and will continue to originate in Chicago. The firm, which has been sponsoring *Attorney at Law* on 14 NBC-Blue stations, 9:30-9:45 a. m. (CDST), Monday through Friday, for another, will probably go off for the summer, returning in the fall. Needham, Louis & Brorby, Chicago, is agency with J. J. Louis account executive.

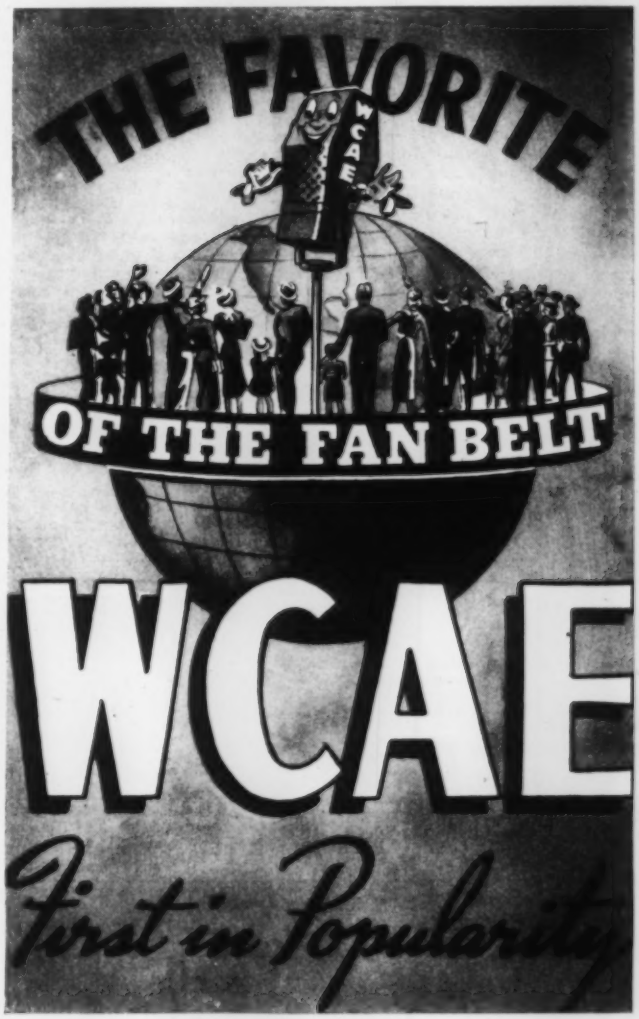
MRS. HARRY SPEARS, wife of the CBS Hollywood audio supervisor, died in that city on April 4, following a short illness. She is survived by her husband and two children, a second son, Richard, having been born March 12.

Serving the Small Merchant as well as the National Advertiser—

Both Groups Rely on

WSYR
SYRACUSE

N.B.C.



When WCAE asks its listeners to 'lend an ear' some four millions are in position to respond. A million and a half are located within a 20 mile area and two and a half million in ten compact Western Pennsylvania counties within 50 miles of the WCAE transmitter.

WCAE offers NBC-Red, Mutual and outstanding local programs to this vast audience who will 'lend an ear' to your sales message.

THE SEAL OF SUPREMACY
NATIONAL REPRESENTATION BY
INTERNATIONAL RADIO SALES
NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO

WCAE • PITTSBURGH • 1220

Trophy for Toscanini

ARTURO TOSCANINI will be presented with an illuminated parchment and a gold card conferring upon him honorary life membership in the Associated Musicians of Greater New York, Local 802. The parchment cites the maestro for having "achieved outstanding distinction as a libertarian and defender of the civil liberties and rights of mankind." The card and parchment were given to John F. Royal, NBC vice-president in charge of programs, who sailed for Europe on the *Normandie* on March 31 and was scheduled to meet Toscanini in Palestine on April 12.

WBNS
COLUMBUS
ALL YOU NEED IN CENTRAL OHIO
Reps., JOHN BLAIR
NOW 5000 WATTS

Studio Notes

ORIGINATING at WHO, Des Moines, *Coffee Pot Inn* is rebroadcast six mornings weekly on the following stations: KGLO, Mason City; KMA, Shenandoah; WOW, Omaha; KFAB, Lincoln; KMMJ, Clay Center; WJAG, Norfolk; WNAX, Yankton; WMT, Cedar Rapids. Sponsor is Paxton & Gallagher for Butter Nut coffee.

NEW half-hour series on KSO, Des Moines, is called *East Des Moines Reveille*. Not a cooperative, participating program, the series is reserved in 15-minute units exclusively for the merchants of East Des Moines.

MORE than 2,000 persons paid to see the first *Saturday Nite Barn Dance* held recently on WMBH, Joplin, Mo. Included in the series are an hour's broadcast, a square dance, Big Apple dance, with prizes for best square dancers. Bob Lee, WMBH announcer, conducts the show.

WHO, Des Moines, broadcasts *Sunset Corners Frolic*, Saturday evenings for two hours and 15 minutes under direction of Stan Widney. The afternoon before the program four amateur acts are chosen by judges who hear but don't see the performers. Finalists will be awarded cash prizes April 16 by Dick Anderson, WHO announcer in charge of the contest.

ON A recent DX program, WMFJ, Daytona Beach, Fla., offered live alligators to the three listeners writing in from farthest points. One alligator went to a Canadian listener, one to New York, one to Ohio.

KSO, Des Moines, is cooperating with the Iowa Federation of Women's Clubs in a playwriting contest which includes radio plays of 26 minutes. KSO will broadcast the winning play, awarding $10 to the author.

MUSIC CONTEST
Creates Talent and Publicity For Indiana Station

PROFITABLE slant on local talent is that used by WFBM, Indianapolis, Ind., which broadcasts a weekly program featuring the students of Jordan Conservatory of Music, an affiliate of the local Butler U. A scholarship plan was devised for all high school students under 21 who had been residents of the State for one year. The plan includes 14 scholarships in voice and instrumental training providing for two lessons each week from September, 1938, through June, 1939.

To introduce the contest idea, WFBM aired three daily spot announcements, told listeners to write in for explanatory booklets. All music teachers and principals of Indiana high schools were contacted in cooperation with the office of Superintendent of Public Instruction. Nearly 200 local newspapers throughout the state carried stories of the cultural aspects of the contest. The series has created more widespread, dignified publicity and favorable community reaction than we had ever expected, says WFBM.

KSL, Salt Lake City, has started a Saturday series crusading against crime during which Earle J. Glade, managing director of KSL, interviews Dr. Arthur L. Beeley, professor of sociology at Utah U. The program is tied in with an extensive newspaper campaign directed to administrative, municipal and law enforcement agencies of the western states. KSL recently broadcast an 80-mile remote program when the original cornerstone of Utah State Agricultural College was re-opened.

NEW SONGS, from which the listening audience is asked to pick potential hits, are played on CBS' new program *Tin Pan Alley Presents*, heard Tuesday afternoons. Music is by Freddie Rich's orchestra, with Edith Dick as vocalist.

WITH occupancy scheduled for July 1, construction is being rushed on the new CBS studios in the Palace Hotel, San Francisco, to be the new home of KSFO, CBS outlet, of which Philip G. Lasky is general manager. The new studios, executive offices and broadcasting equipment will represent an investment of more than $350,000.

NBC has started a Saturday evening series of original radio comedies and dramas. First play titled "Heads I Win" was broadcast April 9. It was written by Richard McDonagh, member of the NBC script division.

WCKY, Cincinnati, is cooperating with the local advertising club and the four other Cincinnati stations in a campaign to educate the public to the value of advertising. Lloyd G. Venard, WCKY director of sales, is conducting a series of five-minute talks by ad club members on the ethics of radio advertising and consumer safeguards. WCKY has also started *Fashion Speaks*, a weekly program featuring Capt. Etienne Fredericks in talks on how fashions originate and how designers work.

TRANSRADIO Press announced April 7 that on May 8 it will switch its service from WDSU to WSMB, New Orleans, under a new four-year contract which gives WSMB facsimile rights.

KMPC, Beverly Hills, Cal., has started a new series called the *Children's Theatre of the Air*, featuring professional child actors in dramatizations of classics such as "Treasure Island", "Pinocchio". Arthur E. Sutton, KMPC program director, produces the series.

ADVICE to the lovelorn, set to music, is given by *The Boy Friend*, heard three days a week on WINS, New York. Suggestions are accompanied by music and each problem is linked to a popular ballad.

KSL, Salt Lake City, was presented a recognition and appreciation plaque at the recent Chamber of Commerce press-radio fete.

ADVENTURES of a family making a transcontinental tour in a trailer is the theme of a new series on WIP, Philadelphia, called *The Trailer Family*.

A SERIES of talks on the problems of social adjustment has started on the NBC-Blue network, conducted by Dr. Joseph Jastrow, psychologist. The title of the series is *The Devil Takes the Hindmost*.

COLUMBIA MANAGEMENT of California Inc., Hollywood talent agencey and a subsidiary of CBS, moved its offices April 10 from the Equitable Bldg., to the network's new West Coast headquarters. The structure is now being completed. Everett Jones, formerly manager of John Charles Thomas, concert singer, has been named publicity counsellor. W. Arthur Rush is manager of the artists service.

SIX MEMBERS of the production staff of CBC at Ottawa, Can., will be transferred to Toronto in May or June as a part of an experimental plan to make Toronto a chief CBC production center. It is planned to have five production centers—Halifax, Montreal, Toronto, Winnipeg, and Vancouver.

CJIC, Sault Ste. Marie, Ont., and CJLS, Yarmouth, N. S., have been added to the CBC network and are available as supplementary stations on the CBC commercial network, according to an announcement from the Toronto commercial office of the CBC.

INQUIRING reporter of the *Durham* (N. C.) *Sun* recently asked, "Do you buy what is advertised on your favorite radio program?" Four out of five persons said that they did.

THE MOST POWERFUL STATION

between St. Louis Dallas and Denver

Covers the Heart of the Triangle

25,000 WATTS
NATIONALLY CLEARED CHANNEL
COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO
"THE VOICE OF OKLAHOMA"—TULSA

WEBC
Tells Your Story In
AMERICA'S SECOND PORT
DULUTH & SUPERIOR
And on the
IRON RANGE IT'S
WMFG
HIBBING
WHLB
VIRGINIA

THE CHOICE OF ARKANSAS
KTHS
10,000 WATTS
Hot Springs

RADIO programs dealing with the New York World's Fair are broadcast almost daily by New York stations. WBNX has a program each Monday, WHN on Tuesday, WNEW on Thursday, WMCA on Friday, and others are scattered throughout the week. WHN on April 8 carried an exclusive broadcast from the Fair describing the start of construction on the 200-foot perisphere and the 700-foot pylon.

KIRO, Seattle, on April 6 inaugurated its home-service auditorium, seating 250, for daily half-hour programs. The installation includes a model kitchen, electric organ, etc., and the setup is managed by Helen Malloy and Isabel Campbell, who conduct the daily cooking schools for housewives and the Saturday children's cooking school.

WFBL, Syracuse, N. Y., recently broadcast a special events program from Chittenango creek on the opening of the trout season. Staff members Bud Squires and Norm Bassett handled the program which was short-waved 16 miles to the WFBL transmitter.

WGN, Chicago, will start a series of programs, *Golf School of the Air* April 17. Programs will be conducted by Joe Chamerlain, Glen Oak Country Club pro, and Lou Waldron, Mohawk Country Club pro.

WNYC, New York, on April 10 began its new hourly time signal service direct from the U. S. Naval Observatory at Arlington.

WHN, New York, is working on plans for the dramatization of short subjects from the M-G-M library.

SAFETY program on WROL, Knoxville, begins with the local police announcer calling squad cars to the scene of the broadcast on a downtown corner. Joe Wheeler, WROL special events announcer, interviews drivers about their records, pedestrians about jaywalking.

WOOD, Grand Rapids, Mich., broadcasts a Sunday afternoon series of dramatizations under auspices of the local Community Chest. The plays are based on actual cases and a recent program resulted in the retention of property by an unfortunate person because a realtor who controlled the property was listening in.

RIFLE shoots are broadcast each Sunday afternoon on KYOS, Merced, Cal., featuring rifle teams of 10 nearby towns. The programs are sponsored in each town from which a match is broadcast.

WGN, Chicago, has started *Peoples, Places and Things*, a twice weekly series of little known facts, featuring Thomas Conrad Sawyer.

WATL, Atlanta, Ga., has started a six-weekly program called *Classified Column of the Air* which features a buying guide.

Ski Specialists

WITH skiing now a major sport in the Pacific Northwest, KVI, Tacoma, is specializing in the origination of ski broadcasts. Chief Engineer Jim Wallace, an enthusiastic skier, has his staff equipped and trained to handle remote ski programs from any location. Estimating Northwest skiers at 75,000, KVI this year inaugurated a series called *Skiing on Air* with Mike Donohue, ski editor of the *Seattle Post-Intelligencer*, commenting on snow and road conditions, local and national ski competition.

WMMN, Fairmont, W. Va., has received a congratulatory letter from the county probation officer for being instrumental in returning 11 runaway boys and girls to their homes.

WFBL, Syracuse, has designed a program to promote seven new live talent shows. The special program includes themes and features, time of broadcasts and teaser samples of the new shows.

SECURE in listener interest is *Vital Statistics*, a twice-daily program on WTMV, E. St. Louis, Ill. Leslie Crow, news editor of WTMV, covers police headquarters, morgues, recorder's office to secure daily information on births, deaths, marriages. Sponsored by the local Zerweck Jewelry Co. the merest hint of the show's withdrawal brings a storm of protest, says WTMV.

WPTF, Raleigh, N. C., is giving cash bonuses to the members of its program department for new radio shows written, auditioned and sold.

A FILM called "New Tower—New Power" showing the construction of the new transmitter of KSFO, San Francisco, from the driving of the piles to the lighting of the airplane beacon was recent previewed at KSFO. Photographed under the direction of General Manager Philip G. Lasky, the picture included the special events programs made from the site during construction.

KDKA, Pittsburgh, will soon start a series of weekly programs called *Workshop of the World*, based on the history, tradition and industries of that city. Presented in conjunction with the local Chamber of Commerce, this series replaces similar campaigns recently broadcast in cooperation with the *Post Gazette*, *Pittsburgh Press*, Warner theatres and the local Electric League.

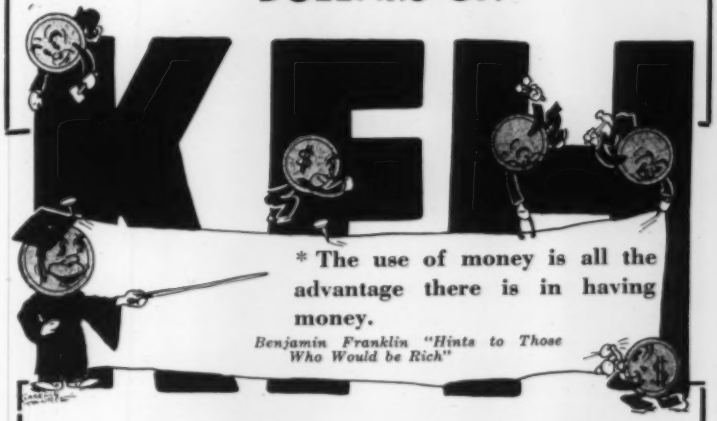
WGES, Chicago, has started a series of programs designed to assist foreigners in that area who are seeking to become Americans. Featured are talks by members of the U. S. Department of Naturalization and Immigration.

DURING its weekly series called *Salute to Industry*, CJOR, Vancouver, B. C., borrowed a street car and ran it up and down a spur track for 30 minutes to provide vivid sound effects. Effects were recorded and later used when CJOR saluted the electric railway company.

WBOW, Terre Haute, Ind., has purchased a three-story residence valued at $25,000 where it is installing four studios and offices. A smaller building on the property will be used as a playhouse studio. WBOW will occupy the new studios in early June.

WOR-Mutual's *Let's Play Games*, audience participation program conducted by Jane Martin, will be published in game form by Parker Bros., Salem, Mass.

KGMB
HONOLULU
KHBC
HILO
First in Coverage
First in Listener Preference
First in Advertising Volume
FRED J. HART,
President and General Manager
San Francisco Office, Californian Hotel
Representatives:
CONQUEST ALLIANCE COMPANY
New York, 515 Madison Ave.
Chicago, 228 N. LaSalle St.
C. P. MacGREGOR
729 S. Western Ave., Hollywood

THERE ARE NO IDLE DOLLARS ON
KFH

* The use of money is all the advantage there is in having money.
Benjamin Franklin "Hints to Those Who Would be Rich"
* There is no better way to "Use Advertising Money" in the rich Wichita Market than by using the complete market coverage facilities of KFH—the Station where useful dollars reflect themselves in profitable sales increases.
KFH WICHITA • KANSAS
Basic Supplementary, CBS
National Representatives, Edward Petry & Co., Inc.

TALLEST IN THE Southwest
NEW
WOAI
VERTICAL RADIATOR
Effective Jan. 1, 1938
NEW CIRCULATION DATA SHOW INCREASES OF
29% IN PRIMARY
48% IN SECONDARY
67% IN TERTIARY
Write . . . for your copy of the new 12-page Circulation Data Booklet.

W-O-A-I
WOAI
50,000 WATTS - CLEARED CHANNEL
1190 KILOCYCLES
San Antonio
1938 BUSINESS HIGH SPOT IN THE SOUTHWEST
Represented Nationally By
EDWARD PETRY & COMPANY
NBC AFFILIATE -- MEMBER TQN

In Washington

Environment

Consistent with the atmosphere of a distinctive location, the luxurious comfort, dignified service, and superior cuisine of the Hay-Adams House blend into an environment that parallels the tastes of discriminating travellers. Hay-Adams rates make any other choice a poor economy.

Completely Air-Conditioned

RATES FROM $3 SINGLE $4.50 DOUBLE

HAY-ADAMS HOUSE

SIXTEENTH AT H STREET

Opposite the White House Overlooking Lafayette Park

WASHINGTON, D.C.

General Mills Baseball Season

(Continued from page 16)

tween the sponsor, station, and baseball men".

It was Mr. Slocum who struck the keynote of the opening session April 10 when he replied to charges made by *Editor & Publisher* in an editorial April 2 that organized baseball permits broadcasts only under a "stringent code" of censorship and biased reporting. The editorial added that contracts with the baseball leagues prohibited mention of rain or cold weather, errors and poor decisions, and warned that baseball broadcasts set a dangerous precedent for "twisting other news," Mr. Slocum said.

Accurate Discussions

He pointed out that it would be ridiculous for broadcasters to attempt to conceal cold, hot or wet weather from listeners who merely had to look out the window and see what the weather was. Listeners know the ball-park isn't air-conditioned, and you can't kid them into believing that steam pipes heat up the stands, he said.

"As to concealing boners, boots and bum decisions," Mr. Slocum continued, "the broadcaster is obligated to tell everything he sees on the field or in the stands. Every boner shall be described as accurately as a brilliant play or a perfect catch. It is the job of the sports announcer to report every play, good or bad—every decision as he sees it. However, it is not the announcer's job—as a reporter—to editorialize on the umpire's mistakes, hold the players up to ridicule, or second guess the manager. The baseball announcer is first, last and always a reporter. He must tell the facts. He is not a super-umpire or a super-manager."

Sponsors of baseball broadcasts together with major and minor league presidents concurred with Mr. Slocum's view that baseball broadcasts were neither censored nor biased. Will Harridge, president of the American League, agreed with all of Mr. Slocum's points and said he had not received a single complaint last year from clubs or umpires against the announcing of broadcasts. Frank Shaughnessy, president of the International League, admitted announcers in the early days had made mistakes and that they were not too specific regarding various plays, but said the broadcasts were improving greatly year by year.

Criticizing *Editor & Publisher's* editorial as sarcastic and not particularly true, he said: "Baseball press reporters are columnists—announcers are purely reporters, not critics." He said that radio has been good for baseball, especially since the announcers have improved by experience.

Ford C. Fick, president of the National League, cautioned play-by-play broadcasters to remain reporters and leave the role of commentator, editorializer and critic to the press. "Don't color, hide, or hold back a single fact in the game," he said. "Remember you are the eyes of 10,000,000 listeners who are in effect ten million blind people. Content yourself with that job and you will never have any trouble.

"If there was any doubt as to the integrity, honesty, fearlessness and fairness of the umpires, baseball could not endure," Mr. Frick added. "Fair reporting demands that the baseball announcer report the umpire's decision as official. If players protest or the crowd hoots and boos, that belongs in the report, too. The announcer's own opinion does not."

Bank Disc Series Uses 29 Stations

Nationwide Campaign Follows Public Relations Study

AMERICAN BANKERS' Assn., New York, which after a two-year preliminary study of banks' public relations problems recommended the use of radio for its members [BROADCASTING, Nov. 15, 1937] now has its WBS transcriptions on 29 stations, placed by as many members. Under the title *Money Matters*, 16 quarter-hour discs are available to members. Each bank using the program does its own merchandising.

Users of the ABA series as of April 1 were:

Colorado Springs Clearing House Assn., Colorado Springs, KVOR.
Bridgeport-City Trust Co., Bridgeport, Conn., WICC.
Hartford Group, Hartford, Conn., WDRC.
First National Bank, Orlando, Fla., WDBO.
First National Bank, Cicero, Ill., WHFC.
City National Bank, Harrisburg, Ill., WEBG.
Rapides Bank & Trust Co., Alexandria, La., KALB.
B. M. C. Durfee Trust Co., Fall River, Mass., WSAR.
Lansing Clearing House Assn., Lansing, Mich., WJIM.
Deposit Guaranty Bank & Trust Co., Jackson, Miss., WJDX.
Merchants & Farmers Bank, Kosciusko, Miss., WHEF.
The Boatmen's National Bank, St. Louis, KSD.
Commercial National Bank, Charlotte, WSOC.
The Fidelity Bank, Durham, N. C., WDNC.
St. Joseph Clearing House Assn., St. Joseph, Mo., KFEQ.
First National Bank of Fargo, Fargo, N. D., WDAY.
Ohio National Bank of Columbus, Columbus, O., WBNS.
Security Central National Bank, Portsmouth, O., WPAY.
Youngstown Clearing House Assn., WKBN.
Tulsa Clearing House Assn., Tulsa, Okla., KTUL.
Erie Clearing House Assn., Erie, Pa., WLEU.
Bank of Commerce & Trust Co., Providence, R. I., WPRO.
State National Bank, Corsicana, Tex., KAND.
Rembert National Bank, Longview, Tex., KFRO.
Utah Bankers Assn., Ogden, Utah, KSL.
First National Bank, Price, Utah, KEUB.
The Burlington Trust Co., Burlington, Vt., WCAX.
The First National Bank of Bluefield & The Flat Top National Bank, Bluefield, W. Va., WHIS.
First National Bank, Madison, WIBA.

Sportcasters Organize

WITH the sanction of George M. Trautman, president of the American Association, the first radio organization of baseball broadcasters was formed at the General Mills Baseball Conference April 11. The organization is composed of General Mills baseball announcers broadcasting games of American Association teams and is headed by George Higgins, WTCN, St. Paul, as president, and John Neblett, WBNS, Columbus, as executive secretary.

Put your salesmen to work in the—

BRIGHT SPOT

The "Gold" states mean money to spend. Babson's Sales and Credit report for March places Oklahoma decidedly in the "Gold." Oklahoma City is the only city in the tenth Federal Reserve district to show an increase in department store sales for both the week and the three weeks ending March 19, 1938 over the same periods of 1937.

Babson urges his clients to go after business in this territory . . . and WKY offers the finest means. It has become the brightest star for advertisers in the Southwest to hitch their wagon to.

WKY Oklahoma City

Representative—The Katz Agency, Inc.

AFFILIATED WITH THE OKLAHOMA PUBLISHING COMPANY

WPTF

RALEIGH

"THE FAVORITE OF NORTH CAROLINIANS"

NBC • 5000 Watts

NORTHWEST'S LEADING RADIO STATION

KSTP

25,000 WATTS

OFFERS LIFELIKE RECEPTION • NEW TRANSMITTER • INCREASED COVERAGE • BASIC RED NETWORK

MINNEAPOLIS SAINT PAUL

HOLLYWOOD Recorders, new firm headed by Kenneth A. Smith and Ferenz H. Fodor, has been established at 6808 Fountain Ave., that city, and will shortly put a new sound-on-film reproducer on the market for radio stations. The equipment, encased in a portable 26x24-inch cabinet, will be leased to stations. Using 16 mm acetate base film, with 6 sound tracks, the firm will also establish its own library service and make commercial programs for release to stations using their equipment, according to Smith, formerly an RCA Photophone engineer. He said the equipment will be on the market by June 1. Branch offices and recording studios will be established in New York, Chicago, and Dallas, as well as other radio centers of the country. Mr. Smith is in charge of station relations and sales. Mr. Foder, also formerly an RCA recording engineer, is cheif engineer of Hollywood Recorders.

RADIOTONE Inc., former recording equipment manufacturers in Hollywood, Cal., is planning to establish its main office and manufacturing plant in Chicago. Sales office will be located at 620 N. Michigan Ave. Manufacturing site has not yet been selected. President of the firm is William H. (Bill) Snow, who was president of Radiotone in Hollywood. Richard Bellack is disbanding his advertising agency. Richard Bellack Adv. Agency in Wausau, Wis., to become vice-president in charge of the Chicago office. Radiage Studios, headed by Leslie Noel Zemer, will continue to be Mid-west distributor of Radiotone.

WILLIAM STEPHENS Inc., Hollywood talent agency, has purchased an interest in the North Star Transcription Corp., New York, and will establish an indexed library to service West Coast stations with transcribed programs. Dick Cherwin is in charge of the agency's Hollywood radio department.

SHERMAN McFEDRIES has been appointed production manager of American Radio Features, Los Angeles, succeeding Major David Taylor who resigned to free lance. He was formerly an account executive. Jack Kiefer, formerly manager of KMPC, Beverly Hills, Cal., has been added to the sales staff succeeding Ed Lindsay, resigned.

MILTON BLINK, head of Standard Radio, Chicago, and Alex Sherwood, recently appointed sales manager of Standard, left Chicago April 12 on a six-week western sales trip and a two-month eastern sales trip, respectively.

Goodrich Discs

B. F. GOODRICH Co., Akron, Ohio (tires) in cooperation with local dealers has started on 75 stations weekly RCA transcriptions of *The Shadow*, half-hour show which proved successful during the winter for Delaware, Lackawanna & Western Coal Co., New York (Blue Coal), on 11 Mutual stations. Other stations will probably be added, according to Luther H. Wood, account executive of Ruthrauff & Ryan, New York, handling both accounts.

LOU R. WINSTON has resigned as vice-president of Atlas Radio Corp. of California and Atlas Radio Distributing Corp. of New York City, and as director of Criterion Radio Productions, New York, selling out his holdings. He has taken over offices at 930 North Western Ave., Hollywood, his own building, and states he will resume transcription production under his old firm name of Radio Producers of Hollywood.

KECA is Purchased

(*Continued from page 12*)

man and engineer by profession, is not employed at present. His net assets, valued at $160,000, consist largely of listed stocks and bonds constituting a trust estate. He resides with his family in San Diego.

A number of competitive offers are pending for various Hearst properties, it is reported. Several bids have been made for WBAL and WISN as well as for KYA, the San Francisco outlet. Of the 10 Hearst stations, only WCAE, Pittsburgh, is not for sale, since it is owned by Hearst Consolidated Newspapers rather than by Hearst Radio Inc. or its parent company, American Newspapers, Inc.

Negotiations for the sale of the Southwest group, which have been in progress for nearly two months, involve also the transfer of Internatioual Radio Sales Inc., station representative subsidiary, and International Radio Productions, Hearst adjuncts. Whether these properties will be sold as a unit or separately, has not been divulged.

Joseph V. Connolly, president of International News Service and chairman of Hearst Radio, and Elliott Roosevelt, second son of the President, who this year became president of Hearst Radio Inc. are handling negotiations in connection with the liquidation process.

ARE YOU PROTECTED AGAINST LOSS OF TIME SALES IF DISASTER STRIKES AT YOUR STATION?

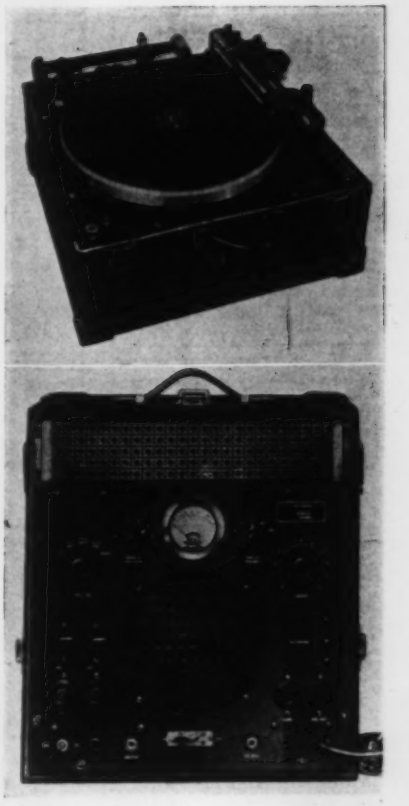
Last month, four stations lost all revenue from commercial programs for three to ten days. One had a fire at the transmitter, another lost a tower in a local windstorm, two others were disabled when floods cut off their power.

You can insure yourself against property loss but you can't avoid loss of commercial programs unless you have PRESTO INSURANCE . . . A Presto recorder, set up ready to transcribe programs off the line at a moment's notice, so that they can be preserved and broadcast when operation is resumed.

Most advertisers have been found willing to pay full rates for transcribed broadcasts, delayed by local conditions. And your listeners will appreciate the service.

Unlike other insurance, PRESTO INSURANCE pays *you* premiums. A Presto recorder helps you make money all the time.

The experience of over 300 radio stations is found in our free booklet "HOW RADIO STATIONS USE INSTANTANEOUS RECORDINGS — TO MAKE MONEY — SELL TIME — PROMOTE OPERATING EFFICIENCY". Send for your copy today.



With these two units—the Presto Recording Turntable and Recording Amplifier — you can record complete 15 minute programs from the wire lines or from your own studio microphones.

PRESTO RECORDING CORPORATION
147 West 19th Street, NEW YORK CITY, N. Y.

EARNERS! SPENDERS!

●Consistently active industries keep money flowing freely in the territory covered by WAIR. Tap this rich, receptive market through the sales power of—

WAIR
Winston-Salem, North Carolina
National Representatives
Bryant, Griffith & Brunson

Signs *Burns & Allen*

BURNS & ALLEN will return to CBS next October under the sponsorship of Liggett & Myers Tobacco Co., for Chesterfield cigarettes, time and station lineup still to be determined. The comedy team is now heard on NBC for General Foods' Grape-Nuts. Agency for Chesterfield is Newell-Emmett Co., New York.

Late Personal Notes

WILLIAM R. STUHLER has resigned as radio director of Young & Rubicam, New York, to join A. & S. Lyons Inc., talent representatives, on May 1, as vice-president in charge of radio.

DR. JAMES ROWLAND ANGELL, educational counselor for NBC, will spend latter April on the West Coast, chiefly at Leland Stanford University where he will deliver a course of lectures.

FRANCIS ROBINSON, magazine editor of the *Nashville Banner*, has joined WSM in the program department. His duties will be largely in the line of writing radio programs for the National Life & Accident Insurance Co. and in planning special events broadcasts.

LARRY MENKIN, CBS writer-director, has resigned and is doing freelance writing for the Federal Theater radio division.

EDWARD A. PHOENIX, assistant sales promotion manager of Johns-Manville Corp., has been named president of Technical Publicity Association.

MANUEL L. RUDERMAN has opened offices in the RKO Building, New York, establishing Continental Radio Service to act as program producers and radio consultants. He was formerly vice-president of Radio & Film Methods Corp.

W. RALPH DANIEL, formerly with Electrolux Inc., has joined Morner Productions Inc., New York, as sales director. He is the brother of the late John B. Daniel, NBC announcer. Morner plans to add an industrial department, contacting industries not having radio advertising connections.

A. V. BAMFORD, recently named Chicago manager of the Conquest Alliance Co., and Dorothy Strachan, of Chicago, were married April 29.

MULE DAY—At Columbia, Tenn. made famous by the late Will Rogers, attracts tens of thousands every first Monday in April. To cover the event, Ottis Devine of the staff of WSM, Nashville (left), hopped aboard a mule with a pack transmitter and tried to interview the King of the Day. WSM Engineer Shelton Weaver seems more amused than the mule.

GILLESPIE B. MURRAY, formerly of the sales staff of WJAS and KQV, Pittsburgh, has joined the sales staff of WBT, Charlotte, to assume charge of local advertising. He is a North Carolina native.

GEORGE ALLEN, formerly radio director of J. Stirling Getchell, New York, joined the CBS program department April 11.

ROGER BEAN, formerly program director of WFDF, Flint, Mich., has been appointed general manager of WGVA, new station in Indianapolis.

EDWARD J. JAEGER, who was an announcer at the World's Fair, Chicago, a few years ago, on April 19 joins the announcing staff of KDLR, Devil's Lake, N. D.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st St. NEW YORK CITY

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

ROBERT S. RAINS
Special Consultant
Accounting . . . . . Taxes
Munsey Building—Washington, D. C.
Telephone: Metropolitan 2430
Robert S. Rains
Former Special Consultant
Federal Communications Commission

ABBC AUDIT BUREAU OF BROADCASTING COVERAGE

FIELD STRENGTH—
QUESTIONNAIRE SURVEYS
350 MADISON AVE.
NEW YORK CITY
Murray Hill 2-2046

R. D. MARTIN
Consulting Engineer
Field Surveys
Over all Transmitter and Antenna Testing
7 S. Howard St. Spokane, Wash.

RCA

WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Forms close 25th and 10th of month preceding issues.

Help Wanted

Wanted—Commercial manager who wants to get into his own business. Have radio station to lease. Illness only reason. Give character and business references. Box 955, BROADCASTING.

Situations Wanted

Eight years experience in advertising, sales and promotion. Ten years NBC, last three in semi-executive position. Age 40. Wide acquaintance among national advertisers and agencies. Box 953, BROADCASTING.

QRU?

Trained broadcast station operator, experienced with RCA and Western Electric equipment. Can announce and copy code. Prefer small progressive station. Box 948, BROADCASTING.

What Have You?

Girl with ideas, college graduate wants a job in radio station. Good secretary-script writer. Sample scripts furnished. Box 949, BROADCASTING.

Program director and production manager, now employed, desires position with progressive station with future. Former CBS man with 9 years' experience. Minimum salary $200. Address Box 947, BROADCASTING.

Young man, 8 years radio vocal, dramatic, writing, M.C., know talent, announce. Position program director, production. Advancement. Box 950, BROADCASTING.

Radio Operator: First class radio telephone license. Nine months' practical training and experience. Would be able to take fill in programs on musical instrument. Reasonable terms. Box 946, BROADCASTING.

Radio engineer, University graduate, 8 years experience, desires change to regional or clear channel station any location. Box 956, BROADCASTING.

Situations Wanted (Con'td.)

Engineer, six years' experience with telephone, telegraph and broadcast. Graduate engineer of the Army Air Corps Technical School. Telephone first, telegraph second class license. Accurate transradio. Salary very reasonable. Box 945, BROADCASTING.

Station executive, 15 years experience. Recently disposed of holdings after 3 years as station owner. Prefer executive position with or without financial interest. Box 954, BROADCASTING.

Program and production head of one of East's foremost network stations for past 13 years desires change. Will consider similar position or managership of Eastern station. Box 952, BROADCASTING.

Combination program director, announcer, time salesman. Three years small station experience. Single. Box 951, BROADCASTING.

RCA graduate, both licenses, IRE, Class A amateur, west coast. Box 916, BROADCASTING.

Wanted to Buy

Will invest in radio station, want active part. Have first class radio telephone license with short service record. Married, 31, and Protestant. Box 957, BROADCASTING.

For Sale

1000 Watt Western Electric D-8778 radio transmitter, (Western Electric 6-B equivalent), with vacuum tubes and spare armatures for all generators. Price $1,800. Box 915, BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

ANPA Will Discuss Proposal To Discontinue Radio Columns

Los Angeles Papers Testing Four-Week Campaign To Eliminate Comment; Reaction Is Observed

By DAVID GLICKMAN

ELIMINATION of newspaper radio columns, it is understood, will be one of the issues to be discussed at the annual meeting of the American Newspaper Publishers Association in New York April 26-29. It is further understood that the discussion will center on reports made of the four weeks' test campaign started in Los Angeles April 11 when the five metropolitan newspapers — *Examiner, Times, Herald-Express, Daily News* and *Evening News*—dropped all editorial comment and columns and started using radio logs only.

Los Angeles newspaper publishers debated the issue for several weeks and after several secret meetings put themselves under bond for the four weeks to see the campaign through. Move is said to be an attempt to force radio into newspaper advertising. Los Angeles newspapers classify the broadcasting business as entertainment and would place radio on the same basis as motion picture advertising. Theatres are forced to pay a double rate, with agreement that certain amount of space be given to press releases and photos based on linage percentage. Publishers contend that radio is the theatre of the air and should come under the same restrictions.

Other Publications

Jack Holmes, formerly assistant radio editor of the *Los Angeles Herald-Express*, has been designated as a central clearing bureau by the five newspapers in charge of the radio logs. The *Hollywood Citizen-News* is not in on the agreement with the downtown Los Angeles newspapers and will continue its present policy of giving plenty of space to radio news as well as logs. Homer Canfield's radio news column, which is run in 26 Southern California newspapers, will continue in Los Angeles county publications. The 33 Los Angeles neighborhood publications planned to meet April 11 to discuss the feasibility of giving more space to radio. Some are weeklies and others bi-weekly. They have a free circulation of more than 1,500,000. *Radio Guide*, fan publication, on April 11 circulated Los Angeles and Hollywood with 100,000 free four-page tabloids containing feature stories, photographs, logs and general radio news. The tabloid also called attention to the fact that the weekly magazine was available on all newstands. *Radio Guide* quadrupled its order with an additional 30,000 issues of the magazine being placed on newstands.

Although numerous ideas and propositions have been presented to the networks and major stations of Los Angeles to combat the ban, no retaliating measure will be taken for the time being. The various radio publicity bureaus are directing the bulk of their material to the weeklies, neighborhood papers and throwaways.

Station managers feel that pressure brought by readers will demand a return of the columns. Others feel that the move will be permanent when public excitement subsides. Los Angeles radio executives feel that radio interest is far greater than any other section of the newspapers. They point out that newspapers devote several pages to sports with small percentage of advertising. Same is true of the women's pages and other sections that bring in little revenue.

Broadcasters Take Notice

Southern California Broadcasters Association has taken official cognizance of the newspaper-radio imbroglio and on April 11 held a closed meeting to discuss the situation. It was understood that reprisal measures in retaliation were discussed. Los Angeles newspapers have already felt the result of the ban by loss of circulation.

Dale Armstrong, who was radio editor of the *Times* and Raine Bennett of the *Herald-Express*, are the only ones definitely set in new posts. Armstrong will continue his daily news broadcast on KECA and his weekly *Radiolio* program on KFI. Bennett was scheduled to take over duties of shipping editor of the *Herald-Express*. Other radio editors eliminated are Jim Harper, *Daily News*, and Rudy Block, *Examiner*.

San Francisco newspapers have placed restrictions on radio copy and have cut their columns considerably in a move to eliminate them. The same situation exists in Oakland, Cal., which has two newspapers — the *Tribune* and *Post-Enquirer*. Salt Lake City newspapers run only daily logs.

More Shifts in Programs As Daylight Time Nears

ADDITIONAL time changes of NBC clients with the advent of daylight-saving on April 24 are as follows: Miles Laboratories moves to rebroadcast of *National Barn Dance*, WTMJ WIBA KWK WMT KSO KOIL WREN WBOW WAVE. Anacin Co. and A. S. Boyle Co. for *Mrs. Wiggs of the Cabbage Patch* move to the rebroadcast: KSD KSTP WOW WHO and drop WDAF, which is not available at the later time. Affiliated Products moves to repeat of *John's Other Wife*, KSD KSTP WOW WHO, and drops WDAF for the same reason as above. Brown & Williamson Tobacco Corp. moves to the late broadcast *Tommy Dorsey*, KOA KDYL KPO KFI KGW KOMO KHQ. Kolynos Co. and Bisodol Co., *Just Plain Bill*, moves to the repeat KSD KSTP WOW, and drops WHO and WDAF, not available. Mutual moves Vadsco's *Court of Human Relations*, Sun., to 9-9:30 p. m.

Roving Reporter

KGER, Long Beach, Cal., has undertaken a novel experiment in news reporting. In an attempt to find out what the people of the United States are thinking about on paramount questions of the day, the station has sent John Pearce, KGER special news correspondent, on a hitch-hiking trip to Washington, D. C. Enroute he is asking certain stock questions of the residents in all localities through which he travels. Reports from the "roving reporter" are broadcast weekly by the station.

MERLE MILLER, columnist of the *Daily Iowan* of the University of Iowa, has been sent to London by the *Chicago Tribune* for a four-month period of study of news broadcasting with the British Broadcasting Corp.

Petition to Reconsider St. Louis Case Refused

A MOTION to reconsider its decision affirming the FCC grant of a new regional station in St. Louis to the *Star-Times*, filed by WIL, St. Louis local, was denied April 12 by the U. S. Court of Appeals for the District of Columbia, thus ending the protracted litigation. The U. S. Supreme Court last month denied WIL's petition for review of the lower court's opinion. With the denial of the new motion, the Court shortly will mandate the FCC to reinstate its grant to the newspaper with construction expected to begin at once.

The call KXOK already has been assigned for the new St. Louis station, which will operate on 1250 kc. with 1,000 watts, full time. Elzey Roberts, publisher of the *Star-Times*, will head the station with Ray V. Hamilton as its general manager and Walter E. Weiler as commercial manager.

Primary Campaign on Quaker Network Will Bring Income Totaling $150,000

PROCURING all contracts for the current general primary election campaigns in Pennsylvania, the Quaker Network will handle 82 quarter-hour broadcasts for an approximate income of $150,000, according to an announcement made April 11 by Roger W. Clipp, coordinator of the network and business manager of WFIL, Philadelphia.

Six candidates of both major parties are electioneering independently for U. S. Senator and Governor and are using radio as the principal medium of reaching the voters. Programs will be keyed for the most part from WFIL and will be broadcast on a staggered schedule culminating on primary day May 17. The size of the network for each broadcast will vary from the basic 15 stations to 22, with leading outlets in Philadelphia, Pittsburgh and Harrisburg included on the supplemental list.

Staff Is Enlarged

To combat the sizeable traffic volume problem, involving time clearances, programming, remote pickups, cueing and publicity, which arose, the normal Quaker Network staff of Mr. Clipp and two assistants was augmented to six. Telephone lines were changed from Class "E" to Class "D" to insure better program quality.

Including the supplemental list, stations carrying the programs are as follows: WFIL, Philadelphia; WSAN, Allentown; WEST, Easton; WRAW, Reading; WORK, York; WBRE and WBAX, Wilkes-Barre; WAZL, Hazelton; WGAL, Lancaster; WLEU, Erie; WHP and WKBO, Harrisburg, WWSW, Pittsburgh; WJAC, Johnstown; WFBG, Altoona; WKOK, Sunbury; WBGI, Scranton, WMBS, Uniontown; WHJB, Greensburg; and WTBO, Cumberland, Md.

The 82 programs were placed through five advertising agencies —McClain Organization, Philadelphia; Stewart-Jordan, Philadelphia; Barnes & Aarson, Philadelphia, Walker-Downing, Pittsburgh, and Associated Advertisers, Harrisburg. Although radio supplanted the press as the central medium in the campaign, it was stated 400 newspaper throughout Pennsylvania benefitted through thousands of lines of advertising space which the agencies bought to publicize the various programs. The Quaker Network was created in 1936 to meet the requirements of the presidential election that year. Mr. Clipp said it seemed destined to be launched into "extremely active existence" as a direct result of its second excursion into political business. He added that so much attention is being focused on the chain as the result of this unprecedented deluge of political placements that numerous requests are being received from agency and Pennsylvania manufacturers for time options.

Mr. Clipp has been primarily responsible for the network's operation and management. He personally secured all of the current political contracts and created the entire organization for handling of traffic matters. Before joining WFIL in 1935, Mr. Clipp was employed at the NBC executive offices in New York.

CIO Head Sues WTBO

LIBEL suits aggregating $30,000 have been filed by John T. Jones, CIO regional director in western Maryland, against WTBO, Cumberland, and a newspaper in that city, for alleged false and slanderous statements, according to a dispatch published in *The CIO News* April 2. The suits were said to be the outgrowth of a recent mayoralty campaign during which anti-labor forces were alleged to have libeled labor in an effort to defeat its candidate.

Zorbit Plans Test

ZORBIT Inc., Montclair, N. J., maker of a rheumatism treatment, has appointed A. W. Lewin Co., Newark, to direct advertising. A. L. Delin is account executive. Plans are being made for use of local radio on a test basis.

STUDY of radio made by the Federated Council of Churches of Christ in America, New York, is now nearly completed and will probably be released about the first of May.

KRQA Sale Is Opposed By Examiner on Ground Of License Trafficking

ON THE premise that nearly half of the $14,000 purchase price represented "additional going concern value" in consideration of a transfer of license, Examiner P. W. Seward on April 12 recommended that the FCC deny the application of a transfer of ownership of KRQA, Santa Fe (N.M.) 100-watter, from J. Laurence Martin to I. E. Lambert, onetime vice-president of RCA now residing in Santa Fe. Mr. Seward's report refers to this phase of the proposed transfer deal as "trading and trafficking in radio frequencies which is prohibited by law."

Although Mr. Martin originally bought the station for $15,000 in a deal which the Commission approved, Mr. Seward's report, while finding the assignee otherwise legally, technically and financially qualified to continue its operation, sets forth his theory of new principles of radio station purchase deals, still subject to dispute as to FCC authority, in stating:

"It is elementary that a businessman does not ordinarily pay any amount of money unless he receives something in return therefor, and if the original cost and present value of the radio station here involved, exclusive of the item of $5,000 claimed as additional going concern value, is but $7,194.28, then for what purpose is the additional $6,805.72 being paid, if it be not as consideration for the transfer of the license from the assignor to the assignee. It appears futile to argue that this sum of money is being paid for any other purpose than the transfer of the license, which amounts to a trading and trafficking in radio frequencies, which is prohibited by the law.

"The fact that this Commission approved the sale of this station at some time in the past for $15,000 is not controlling or even persuasive as fixing the value of the station or that this application should be granted, as each must be determined upon the facts adducted in connection therewith."

General Motors Proposes New Method To Combine Spot Frequency Discounts

A PROPOSED agreement with broadcast stations, covering spot time purchased by General Motors Corp. or any of its subsidiaries, is being offered stations by General Motors as a means of insuring maximum time and frequency discounts on any contracts signed.

A form letter sent to stations over the signature of D. H. Odell, of the GM advertising department, explains that use of spot broadcasting by the company and its divisions has increased to the point where it is deemed advisable to inaugurate a uniform procedure for handling business.

While current Chevrolet contracts for spot business carry a "rider" covering placing of all business by other divisions of GM, Mr. Odell said it was felt the new procedure would simplify keeping of rate and maximum discount records. While the "rider" method has been satisfactory, he declared it has tended to create confusion in station accounting departments.

The agreement, which does not constitute a contract for time, specifies that stations agree to accept contracts from any division of GM through its authorized advertising agency in accordance with its rate card for a 12-month period; that contracts will be accepted from any division only at the frequency rate and credited only with such retroactive discounts as each GM division has earned through its own purchases during the one-year period, and that the broadcasting of any or all GM divisions made within the one-year period will be combined to earn maximum discounts. Additional retroactive, quantity or other discounts earned through such combined total advertising would be computed at the end of the 12-month period and remitted by check directly to GM.

Begun by Chevrolet

Reiterating that the procedure would simplify handling of spot radio contracts, Mr. Odell added: "It will make unnecessary the various rider agreements or other arrangements for protection of rates and discounts now being followed. It will also be unnecessary for you to revise your billing for any one division when contracts are received from some other division, because discounts will be computed for each division only in accordance with the amount of purchases by that division, and additional discounts earned through grouping of all divisions will be computed only at the end of the agreement year and paid directly to the General Motors Corp.

"As we wish to put this new plan into operation as quickly as possible, we have received authorization from the Chevrolet Motor Division to request all stations now broadcasting *Chevrolet Musical Moments* programs to substitute this new General Motors agreement for the present Chevrolet rider agreement. * * * The only difference in your present procedure will be that, for the balance of the contract year, you will follow the revised method of applying frequency discounts.***"

CKLW OPENS NEW YORK OFFICE with PHILIP A. FUSS IN CHARGE

Phil Fuss, well known in New York radio circles, is now in charge of CKLW's New York office. Phil, through his long association with WOR and WMCA, knows New York. Through his association with WOR and the Mutual Broadcasting System he also knows CKLW and the job it has done for advertisers in the Detroit market. He is at your service for any information regarding CKLW or the Detroit market.

Detroit Address: Union Guardian Bldg.
New York Address: 9 Rockefeller Plaza
Chicago Address: 360 N. Michigan Ave.

Frank Ryan, Vice President and Managing Director

The President Speaks

MORE than 350 stations, representing the combined networks of NBC, CBS and MBS, along with many independents added under the networks' policy of permitting non-affiliates to take such events provided they arrange for their own lines, were to be hooked up April 14, 10:30-11:15 p. m. EST, for President Roosevelt's latest fireside chat. The day before, April 13, the President spoke over combined NBC networks and also over shortwave systems, followed by Spanish, French and Portuguese translations, on the occasion of Pan American Day. Special arrangements were made for reception throughout Latin America.

NBC has engaged Hans W. Steinberg, a conductor of the Palestine Orchestra Assn., to aid Arturo Toscanini next season in rehearsals of the NBC Symphony Orchestra.

Krebsbach Named Head By Montana State Body

AFTER electing Ed Krebsbach of KBCX, Wolf Point, as its president at a meeting in Helena April 2, the Montana Association of Broadcasters unanimously adopted two resolutions expressing its appreciation to Senator Wheeler (D-Mont.) and to Chairman McNinch of the FCC for the addresses delivered at the NAB convention in Washington in February. The resolutions recited that the thoughts expressed by the speakers "directly and favorably affect every Montana broadcaster and listener" and "in fact all independently owned and operated broadcasting stations and the entire listening audience of the United States."

Appreciation of the Association for their stands for the continued operation of the American System of radio broadcasting in the hands of many, against monopoly either through high power, clear channels, duplication of ownership and network contract arrangements was expressed in the resolutions. In addition to Mr. Krebsbach, other officials elected included C. O. Campbell, of KGHL, Billings, vice-president, and Mrs. A. J. Mosby, KGVO, Missoula, secretary-treasurer. Mr. Campbell afterward advised the organization he would be unable to serve.

Radio Awards May 4

FOURTH annual luncheon of Women's National Radio Committee will be held at the Hotel St. Regis, New York, on May 4, with Presidents Paley, Lohr and McCosker of CBS, NBC and MBS, tentatively scheduled as speakers. Awards for outstanding programs will be made on a new basis this year. Instead of choosing one program from each type of program, the committee will give its awards to the programs it considers most worthy, regardless of classification, so that several programs of a single class may be mentioned while other types of program receive no awards. In addition, a special award will be made for outstanding achievement in the field of radio during the past year, which may be given for a program, an idea, a technique, a mechanical device or anything at all which is connected with broadcasting.

Officials See Film

HEADS of bureaus of the Department of Commerce, along with other government officials, witnessed a showing of the KOMO-KJR motion picture of the Pacific Northwest [BROADCASTING, Feb. 15] at the Department's auditorium April 11. H. M. Feltis, commercial manager of the stations, in Washington for the occasion, explained the purpose of this innovation in market studies. On April 12, the film was shown at the U. S. Chamber of Commerce in Washington and witnessed by many civic officials under arrangements made by Jack Underwood, Washington representative of the Seattle Chamber of Commerce. Passenger agents of the American Railway Association witnessed the showing the evening of April 11.

FRANKLIN D. ROOSEVELT Jr. will assist Ted Husing in describing the Columbia-Navy crew race over CBS April 23.

HOW TO CRACK A MARKET AT THE CRACK O' DAWN —

and how to get 15,000 requests in one week on a 6 to 7.30 a. m. program!

Dozens of smart advertisers have learned a short-cut to the Southern California market: KNX' SUNRISE SALUTE. It's become a habit—in *nine* Western states—to tune in this popular participating program—at 6 A.M. every week day. More than 15,000 letters arrived in one week, asking for booklets offered on SUNRISE SALUTE. One advertiser hit an all-time high in response at a national low in cost (5½¢ per enquiry). And all participating sponsors report skyrocketing sales when they tell their stories to Western homes—through KNX and SUNRISE SALUTE. If your budget's low and your Western sales ambitions high, investigate SUNRISE SALUTE. It's the big mail puller on the biggest station in Southern California—KNX, owned and operated by CBS—the nation's biggest network.

KNX
COLUMBIA NETWORK
KNX

LOS ANGELES. 50,000 Watts. Owned and operated by Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Detroit, Birmingham, Los Angeles, San Francisco.

Quick Hookup Assembled For Fr. Coughlin Speech

WHEN it appeared March 31 that the Reorganization Bill might be passed by Congress, Father Coughlin, radio priest, arranged a last minute special hookup. Many stations could not clear time on such short notice at the 10 o'clock broadcast hour, but the following carried the speech: WJR WKBW WPG WMCA WCKY WSYR WDAS WGAR KSTP WCAO WJAS WFIL WAAB, Quaker State and Colonial Networks.

As soon as the broadcast ended telegraph offices were flooded with calls and thousands of telegrams were received by official Washington. On Sunday, April 3, Father Coughlin renewed his attack on the bill which he had started on his March 26 program.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

Firestone on 26

FIRESTONE Tire & Rubber Co., Akron, is placing quarter-hour WBS transcriptions, *Voice of the Farm*, on 26 stations. The programs, to be heard twice weekly for 13 weeks, consist of interviews with people prominent in the farm world. The agency is Sweeney & James, Cleveland, and the stations are WREC WLW WDAY WHKC KTHS WHO KFYR KLRA KOMA WWL WSM WFAA KVOO WOAI KPRC WHK WTMJ WLS WDAF KFH WOW WSB KWK WCCO KGBX WBRC.

Kellogg on KFRU

HOME games of the St. Louis Cardinals and Browns will be broadcast play-by-play on KFRU, Columbia, Mo., daily except Sunday beginning April 19. Kellogg Co. will sponsor the KFRU baseball series originating from Sportsman's Park, St. Louis, using a direct wire and giving eyewitness account. N. W. Ayer & Son is the Kellogg agency.

Research Firm Splits

CLARK HOOPER, research and advertisement reporting firm of New York, split into two corporations April 1. C. E. Hooper Inc. moves to 51 E. 42d St. on May 1, with L. M. Clark Inc. remaining at 17 E. 45th St.

WBBM, Chicago, has created a department of education under the direction of Mrs. Lavinia S. Schwartz, local social worker and educator. She will supervise all educational programs as well as women's programs, which include those of the Illinois Federation of Women's Clubs, D.A.R., Better Films Council.

NEON TIP—Of the 360-foot transmitter tower of WIS, Columbia, S. C., can be seen by pilots for 50 miles. More than 180 feet of red neon tubing were used by WIS engineers to solve its tower illumination problem.

RADIO SET SURVEY NEAR COMPLETION

COUNTY breakdown of radio homes prepared by the Joint Committee on Radio Research will be made public about May 1, according to present indications. Figures, totaling 26,700,000 radio homes for the entire country, have been approved by the technical subcommittee and turned over to John Benson, chairman of the Joint Committee, who has sent them to the other members for their approval.

Figures were based in part on a rural survey conducted by the committee last fall and in part on the figures collected by Daniel Starch for CBS, with a number of special supplementary studies added to verify inconclusive data in certain localities.

The aggregate figure is lower than that estimated by *Fortune*, which totaled set-owning families at 28,000,000, but higher than the 25,000,000 homes estimated by the American Institute of Public Opinion, whose head, Dr. George Gallup, cast the sole dissenting vote in the subcommittee's decision to approve the 26,700,000 figure.

The subcommittee is currently reviewing all studies made under its guidance during the past two years in an effort to determine a method of measuring station coverage which can be set up as a standard for use by all stations. Advertisers and agencies are eager for such a yardstick which would give them a means of comparing station coverage comparable to the Audit Bureau of Circulation figures which they now use to compare publication circulation, but Committee members are proceeding slowly and say that no method will be endorsed until they are certain that it can be used accurately and fairly by all broadcasters.

J. B. WILLIAMS Co., Glastonbury, Conn. (Glider shaving cream), on April 21 will start a weekly quarter-hour program on WEAF, New York, featuring Bob Howard, negro pianist, Thursdays, 11-11:15 p. m. Agency is J. Walter Thompson Co., New York.

WLW and WWJ Starting Finch Facsimile System

WLW, Cincinnati, nation's largest station, and WWJ, Detroit, one of the country's pioneer outlets, have begun experimental facsimile operations, according to Finch Telecommunications Laboratories, New York, whose equipment the stations are using. They are transmitting on their regular broadcast frequencies during early morning hours, picking up experimental signals on records strategically located in the service areas of the stations. First material transmitted at WLW was copy prepared by Powel Crosley, WLW president. The experiments in Detroit are under the direction of Carl Wesser, engineer in charge of facsimile.

First demonstration of Finch home facsimile was given April 8 at Krueger Auditorium, Newark, with some 2,000 radio amateurs constituting the audience. The demonstration was at the Union County Radio Amateur Association's annual "Hamfest".

Adam Hat Ponders

ADAM HAT STORES, New York, sponsoring prize fights on NBC, will allow its contract to expire on May 27, and has made no decision about sponsorship of summer fights from Madison Square outdoor bowl. According to Glicksman Adv. Co., agency in charge, the company is almost certain to resume with NBC next fall for a new series of bouts from Madison Square Garden.

BLILEY CRYSTALS

Precision manufacturing facilities and correctly designed holders assure dependable frequency control for any frequency from 20 Kc. to 30 Mc. For technical recommendations on standard or special applications, a statement of your requirements will receive immediate attention. A technical catalog is available on request.

BLILEY ELECTRIC COMPANY
ERIE, PA.
UNION STATION BUILDING

ASTATIC

B-16

PROFESSIONAL MODEL PICKUP

Astatic's famous Tru-Tan Model B-16 Crystal Pickup for finer life-like reproduction and longer record life. Offset Head design. Full year guarantee.

List Price $27.50

New Streamlined Model O-7 Pickup

Here is a new streamlined pickup designed especially for modern amplifier and radio phonograph combinations. Includes Axial Cushioning, Offset Head and other improved features. Full year guarantee.

List Price $10.00

ASTATIC MICROPHONE LABORATORY, Inc.
Dept. O-2 Youngstown, Ohio
Licensed under Bruch Development Co. Patents

ASTATIC

Equipment

FCC HAS approved Amperex type 279-A vacuum tube to be used in the last radio stages of broadcast transmitters at the following ratings: 750 watts for high level modulation or plate modulation in the last radio stage; 500 watts for low level modulation or the last radio stage operating as a linear power amplifier.

SHURE BROTHERS, Chicago, has developed a series of new carbon and crystal military type hand microphones designed to fit naturally in the palm. They are described as small, light and compact without the conventional handle. All models are finished in black morocco-grain with bright polished modern grille.

WEW, St. Louis, during the week of April 10 dedicated its new RCA transmitter and newly modernized studios, which include a 1200-seat auditorium at 3644 Lindell Ave.

WMFF, Plattsburg, N. Y., has installed Collins modernistic 12-H speech equipment and a Gates audio compressor.

WGAR, Cleveland, has purchased a 5-D 5,000-watt transmitter from RCA.

KMLB, Monroe, La., is constructing three studios, offices, control room and teletype room. Air-conditioned, the studios will be equipped with WE speech equipment and microphones.

WWL, New Orleans, has chosen a site on Lake Pontchartrain for erection of its new 50,000-watt transmitter which will go on the air in late August.

KYSM, Mankato, Minn., purchased a new 281-foot Truscon tower on April 2. Bob Kaufman, manager of the station, is supervising construction of the new 250-watt station.

WTNJ, Trenton, N. J., has purchased a 218-foot WE vertical radiator and has installed new WE speech-input equipment and microphones in its studios.

M. B. LOWE, of the engineering staff of Bendix Radio Corp., Chicago, has resigned to become chief engineer of the Illinois State Police Radio System at Springfield.

KDYL, Salt Lake City, plans to dedicate its new plant by July 15. Now being installed are a new 5,000-watt RCA 5-D transmitter and a 400 ft. Blaw-Knox vertical radiator. A $15,000 transmitter building also is being erected.

JAMES R. FOUCH, president of Universal Microphone Co., Inglewood, Cal., in early May starts his annual visit to factory representatives of the concern in various parts of the United States.

KTRI, Sioux City, Iowa, has purchased a 250-G RCA transmitter and speech input equipment.

NEW 50,000-watt transmitter of KNX, Hollywood, which is being constructed at Torrance, Cal., at a cost of more than $250,000, will be in operation by late summer or early fall, according to A. B. Chamberlain, CBS chief engineer. The transmitter includes an antenna system consisting of a 490-foot uniform cross-section guyed vertical steel mast and a ground system of more than 120,000 feet of copper wire. A circular transmitter building to house the equipment will be built in modern design and so arranged that most of the operation will be visible to the public.

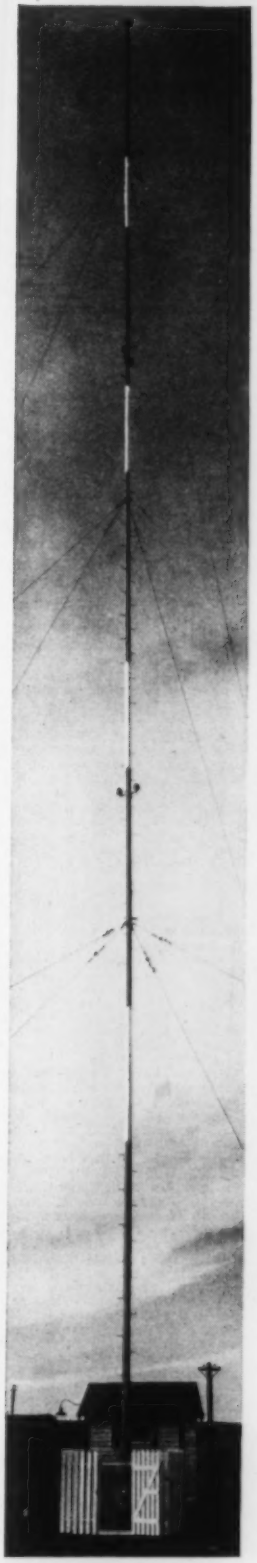
WTAR, Norfolk, Va., will dedicate its new shortwave transmitter, W3XEX, April 18. It operates on 26505 kc.

•Executives! . . . Engineers! . . .

Here is how

To get greater antenna efficiency at a lower cost

Stop waste. Step ahead of competition



At last scientific minds and structural experience have combined to offer new standards for vertical radiators . . . new standards that mean *lowered costs—optimum performance—reliability*—and a *5-year insurance policy* that "means something".

Our message is too important to keep to ourselves . . . We want to tell it to every station executive and engineer . . . even if they might only be "thinking" about replacing their present antenna system.

If you want to know *before* you spend your good money, not only what you can expect . . . but what you CAN GET . . . then drop us a line. We can tell you in advance (on receiving complete information) the efficient performance you will get from your Lingo "Tube" Radiator and tell you exactly what it will cost . . . *in advance!*

Lingo Vertical Tubular Steel Radiators have already done their job well . . . and the interest in them constantly grows. One station executive says, "We are more than satisfied with the performance". Another engineer writes, "I am satisfied that a more efficient and economical radiator could not be obtained."

Those and other letters in our files all tell the same story . . . a new realization of antenna performance, efficiency and low cost. These are new standards developed by Lingo and tested by outstanding radio engineering consultants. They will step up the efficiency of *your* station and give you the complete coverage that today's competition demands.

If you would like to know more about this amazing new type of Vertical Radiator, write us complete information on location, optimum performance desired . . . and we will send you complete details immediately.

"New Standards for Vertical Radiators" on Request

MAIL THIS COUPON TODAY

John E. Lingo & Son, Inc.,
Camden, New Jersey

Gentlemen: Please send me, without obligation, your detailed, illustrated brochure, "New Standards for Vertical Radiators".

Name_____

Company_____

Address_____

John E. Lingo & Son, Inc., *Est. 1897* Camden, N. J.

LINGO VERTICAL TUBULAR STEEL RADIATORS

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

MARCH 31 TO APRIL 13, INCLUSIVE

Decisions . . .

MARCH 31

NEW, Gila Brdcstg. Co., Safford, Ariz.—Granted CP 1420 kc 100 w 250 w LS unl.

NEW, Roberts-MacNab Co., and Gallatin Radio Forum, Bozeman, Mont. — Roberts-MacNab Co. granted CP 1420 kc 100 w 250 w LS unl.; Gallatin Radio Forum denied CP 1420 kc 250 w D.

NEW, Keystone Brdcstg. Co., New Castle, Pa.—Granted CP 1250 kc 250 w D.

WSAY, Rochester — Granted CP change 1210 kc 100 w D to 100 w 250 w D unl.

NEW, Sims Brdcstg. Co., Globe, Ariz.—Granted CP 1210 kc 100 w 250 w LS unl.

WSPA, Spartanburg, S. C.—Denied CP change 920 kc 1 kw D to 880 kc 5 kw.

APRIL 1

MISCELLANEOUS — WWL, New Orleans, granted auth. move trans. locally; KRLD, Dallas, granted mod. CP move trans. to install new equip., radiator; WDAE, Tampa, granted pet. intervene applic. Fla. West Coast Brdcstg. Co., Clearwater; KTEM, Temple, Tex., granted auth. take depositions.

APRIL 4

KGDY, Huron, S. D. — Granted ext. temp. auth. remain silent to 4-30-38.

KYSM, Mankato, Minn.—Granted extension time to file applic. mod. CP.

APRIL 5

MISCELLANEOUS—NEW. Union Tribune Brdcstg. Co., San Diego, Cal., granted auth. take depositions; NEW, Roberts-MacNab Co., Livingston, Mont., granted continuance hearing 30 days from April 12; NEW, Cumberland Brdcstg. Co., Fayettesville, N. C., and Piedmont Brdcstg. Corp., Salisbury, N. C., denied joint petition to defer consideration of applic. of Burl Vance Hedrick for CP at Salisbury, N. C.

APRIL 6

King-Trendle Brdcstg. Corp., Detroit—Granted extension auth. transmit programs to Canada.

KGVO, Missoula, Mont. — Granted CP change equip., increase D to 5 kw.

KAND, Corsicana, Tex. — Granted CP change equip., increase D to 250 w.

SET FOR HEARING — NEW, Pontiac Brdcstg. Co., Pontiac, Mich., CP 1100 kc 1 kw D; KATE, Albert Lea, Minn., mod. license 250 w D to 100 w 250 w D unl.; KSD. St. Louis, extension exp. auth. facsimile; NEW, Emporia Brdcstg. Co., Emporia, Kan., CP 1370 kc 100 w D; WDHY, Minneapolis, mod. license N 1 to 5 kw, ltd. to unl.; KELA. Centralia, Wash., mod. license 500 w to 1 kw; KWSC, Pullman, Wash., mod. license N 1 to 5 kw; WIBX, Utica, N. Y., mod. license N 100 to 250 w; KGBX, Springfield, Mo., CP change equip., antenna, increase to 1 kw; NEW, Eugene DeBogory, Dallas, CP 1500 kc 100 w D; NEW, Sentinel Brdcstg. Corp., Syracuse, CP 620 kc 1 kw unl. directional N; WEMP, Milwaukee, CP increase D to 250 w; WOC, Davenport, Ia., CP move trans., new equip., antenna, change 1370 to 1390 kc, increase 100 w 250 w D to 250 w 1 kw D; KRKO, Everett, Wash., CP move trans., new equip., antenna, increase from 50 w Sh.-KEEN-KRKO to 100 w 250 w D unl.

MISCELLANEOUS — WTJS, Jackson, Tenn., granted CP new equip., etc.; WMAZ, Macon, Ga., granted license for CP increase D 1 to 5 kw; WJNO, West Palm Beach, Fla., granted mod. license to WJNO Inc.; WCOC, Meridian, Miss., granted license for CP vert. radiator etc.; WSFA, Montgomery, Ala., granted CP move trans. etc.; WDEV. Waterbury, Vt., granted license for CP new trans., WRC, Washington, granted license for CP new radiator, increase 500 w 1 kw D to 1 kw 5 kw D; NEW, Greenville Brdcstg. Co., Greenville, S. C., granted auth. take depositions; NEW, Constitution Pub. Co., Atlanta, granted motion withdraw applic. without prejudice.

APRIL 7

NEW, Walter H. McGenty, Rice Lake, Wis.—Granted CP 1210 kc 100 w D.

NEW, O. C. Burke. Dickinson, Tex.—Applic. CP 1500 kc 100 w unl. denied as in default.

NEW, Wm. C. Smith, Bogalusa, La.—Denied CP 1310 kc 100 w unl.

MISCELLANEOUS—NEW, Scripps-Howard Radio, Washington, granted auth. withdraw without prejudice applic. CP 1310 kc 100 w 250 w LS unl.; NEW, Pinellas Brdcstg. Co., St. Petersburg, Fla., granted auth. take depositions.

APRIL 9

MISCELLANEOUS — NEW, George H. Payne, San Jose, Cal., denied request withhold oral argument and final consideration applic. Floyd A. Parton; NEW, State Brdcstg. Corp., Gretna, La., granted auth. take depositions re applic. 1370 kc; NEW, Nathan Frank, New Bern, N. C., granted auth. take despositions.

APRIL 11

WWJ, Detroit—Granted extension temp. auth. 5 kw N to overcome interference.

APRIL 12

WSAN, WCBA, Allentown — Granted continuance hearing 60 days.

APRIL 13

APPLICATIONS GRANTED:

WAPI, Birmingham—Exp. auth. directional N, change SH to unl. 5 kw.

KVOO, Tulsa—Exp. auth. increase N to 5 kw directional unl.

NEW, Radio Air Service Corp., Cleveland—License for facsimile.

KIT, Yakima, Wash.—CP increase to 500 w 1 kw D.

WAWZ, Zarephath, N. J.—CP increase N to 500 kw.

WSAU, Wausau, Wis.—CP increase D to 250 w.

KXOK, St. Louis—License for facsimile.

WOR, Newark—License for facsimile.

SET FOR HEARING—WQDM, St. Albans, Vt., CP increase N to 1 kw; NEW, Cascade Bcstg. Co., Everett, Wash., CP 1420 kc 100 w 250 w unl.; WRTD, Richmond, Va., CP new equip., change to 500 w 590 kc.; KYW, Philadelphia, CP change antenna, increase to 50 kw; KNEL, Brady, Tex., CP change to 1340 kc; WCAZ, Carthage, Ill., CP increase D to 250 w; WCBD, Chicago, CP change to unl.; WMBI, Chicago, mod. license to unl., KTKC, Visalia, Cal.; CP change to 890 kc, increase to 1 kw unl.; KWTO, Springfield, Mo., CP increase to 1 kw 5 kw D unl.; WHP, Harrisburg, CP increase 1 kw 5 kw D; NEW, Hazeltine Service Corp., New York, CP television station; WBIG, Greensboro, N. C., CP increase 1 to 5 kw; KGIW, Alamosa, Col., vol. assign. license to Sun Valley Bcstg. Co.; WAAF, Chicago, auth. trans control to 16 stockholders of Drovers Journal Pub. Co.

MISCELLANEOUS—WCHS, Charleston, W. Va., CP move trans., new equip. etc.; KFGQ, Boone, Ia., license for CP new equip.; KFBK, Sacramento, license for CP increase to 10 kw; KUTA, Salt Lake City, mod. CP change trans., studio; KINY, Juneau, Alaska, mod. CP change equip.; KWOC, Poplar Bluff, Mo., mod. CP trans., studio sites; KDKA, Pittsburgh, CP change equip.; WOL, Washington, mod. CP move trans.

Examiners' Reports . . .

KSTP, St. Paul; WJSV, Washington—Examiner Seward recommended (I-620) that applics. increase 10 to 50 kw. be denied.

NEW, C. Bruce McConnell, Indianapolis; WKBV, Richmond, Ind.—Examiner Hill recommended (I-621) that applic. C. Bruce McConnell for CP 1500 kc 100 w 250 w LS spec. be denied; that applic. WKBV renewal license be granted.

WBRE, Wilkes-Barre. Pa. — Examiner Bramhall recommended (I-622) that applic. increase 100 w to 100 w 250 w LS be granted.

NEW, N. B. Egeland, Fort Dodge. Ia.—Examiner Berry recommended (I-623) that applic. CP 1500 kc 100 w D be denied.

WLBL, Stevens Point, Wisc.—Examiner Irwin recommended (I-624) that applic. increase 5 kw D to 1 kw, 5 kw LS spec. be denied.

KRQA, Santa Fe, N. M.—Examiner Seward recommended (I-625) that vol. assign. license to I. E. Lambert be denied.

NEW, Kathryn B. Gosselin, Aurora, Ill.—Examiner Bramhall recommended (I-626) that applic. CP 1500 kc 100 w 250 w LS unl. be dismissed with prejudice.

Applications . . .

MARCH 31

NEW, Edward J. Doyle, Rochester, N. Y.—CP 1500 kc 100 w 250 w D unl., amended to 1270 kc 500 w D only.

WKZO, Kalamazoo—CP change antenna, move trans.

WSMB, New Orleans—License for CP new trans., antenna, increase power.

APRIL 1

KFXR, Oklahoma City—CP new trans., vert. antenna.

WMFG, Hibbing, Minn. — CP change equip.

NEW, Dan B. Shields, Provo, Utah—CP 1210 kc 100 w unl., amended D to 250 w.

NEW, Timpanogos Brdcstg. Co., Provo, Utah—CP 1210 kc 100 w unl.

APRIL 4

WGAR, Cleveland—Mod. CP for new trans., increase power, install directional antenna.

NEW, Fredericksburg Brdcstg. Corp., Fredericksburg, Va.—CP 1260 kc, 250 w D.

MBS, Chicago—Auth. exchange programs with CKLW, Windsor, Can., CBC station and stations licensed by Canadian Minister of Transport.

WILM, Wilmington, Del.—CP change hours operation unl., change equip., vertical antenna, move trans.

APRIL 5

WAZL, Hazleton, Pa. — Mod. license Sh.—WILM to unl.

WOWO, Ft. Wayne, Ind. — CP change equip.

APRIL 7

NEW, Sweetwater Radio, Sweetwater, Tex.—CP 1310 kc 100 w D.

KEHE, Los Angeles—Vol. assign. license Hearst Radio to Earle C. Anthony Inc.

APRIL 9

NEW, George B. Storer, Pontiac, Mich. CP 800 kc 1 kw D, amended to 600 kc 500 w 1 kw D unl.

NEW, Public Bamford Theatres, Asheville, N. C.—CP 1370 kc 100 w unl. amended to 1430 kc 500 w 1 kw D directional N.

KTOK, Oklahoma City, Okla.—CP increase D to 250 w.

NEW, W. A. Steffes, Minneapolis—CP 1310 kc 250 w D.

APRIL 11

WBLK, Clarksburg, W. Va.—CP increase D to 250 w.

WLAC, Nashville—Vol. assign. license to J. T. Ward, d/b as WLAC Bcstg Service.

WOSU, Columbus—License for CP new antenna, move trans.

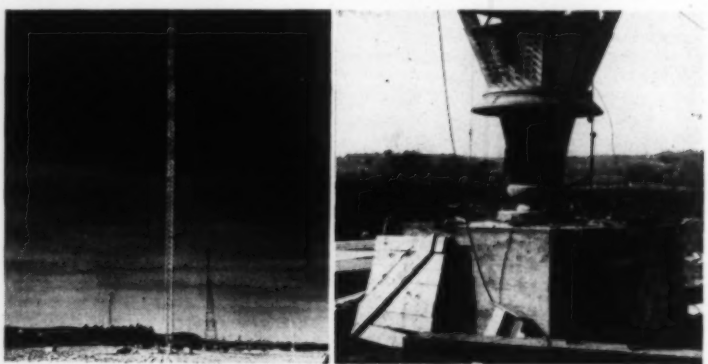
WLW, Cincinnati—License for facsimile.

WDBO, Orlando, Fla.—Mod. license N to 5 kw.

WJBL, Decatur, Ill.—CP change 1310 to 1200 kc, increase D to 250 w, unl.

KID, Idaho Falls—Mod. license 1320 to 630 kc.

NEW, Eastern Nevada Bcstg. Co., Ely, Nev.—CP 1500 kc 100 w D.



STUPENDOUS SPIRE—Taller than the Washington Monument is the new vertical radiator of WGY, Schenectady, shortly to be placed in operation. The tower was designed, fabricated and erected by the American Bridge Co. Wire rope and fittings were furnished by American Steel and Wire Co. and the porcelain cone and insulators by Locke Insulator Corp. The insulator is 20 inches in diameter at the base, but tests have shown it capable of bearing up to 2,180,000 pounds pressure. The uniform cross-sections of the tower are nine feet square from bottom to top of the 625-ft. structure. The complete antenna system covers 20 acres in South Schenectady. Thirteen miles of copper ribbon one-inch wide and fifteen-thousandths of an inch thick, are buried under the ground, radiating to a distance of 625 feet from the tower base. The tower is held erect on the porcelain point by eight massive guy lines anchored at points 450 feet from the antenna base.

WAPI-KVOO Full Time

FULL TIME operation for WAPI, Birmingham, and KVOO, Tulsa, time-sharing stations on 1140 kc., was authorized by the FCC April 13 under special experimental authority. Each will use 5,000 watts power at night. Requirements are for installation of directional antennas to curb night interference. The grants are subject to the Havana Treaty, now awaiting State Department transmission to the Senate for ratification. The stations operate simultaneously daytime and share at night, with WAPI a CBS outlet and KVOO on NBC. The FCC did not take action on the pending application for transfer of the WAPI license to a new operating company in which CBS has a 45% interest. The new operation is expected within 60 days.

Harold C. Stocker

HAROLD C. STOCKER, 34, WLW transmitter technician, was instantly killed April 11 when he accidentally came in contact with a 12,000-volt transformer at the WLW transmitter plant near Mason, O. Mr. Stocker, an employe of WLW for six years, and G. K. Snyder, maintenance engineer, had gone to the basement of the transmitter plant at 1:35 a. m., preparatory to work when the station signed off at 2 a. m. Snyder reports he heard Stocker gasp and turned to see him fall. A native of Ottumwa, Ia., he is survived by his wife, and three-year-old-daughter.

AMERICAN TOBACCO Co., New York, on April 18 adds 48 stations to its announcement campaign for Lucky Strike cigarettes, started in New England last February. Twenty-one announcements weekly are broadcast in major cities. Agency is Lord & Thomas, with John Hymes time buyer.

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

New Business

BOSCO Co., New York (Milk amplifier), on April 11 starts *Rhyming Minstrel* on 3 Mutual stations(WOR WFIL WNAC), Mon., Wed., Fri., 12-12:15 p. m. WCAE will be added on April 25. Agency: Kenyon & Eckhardt, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Dash), on May 5 will start participation in *Woman's Magazine of the Air*, on 5 NBC-Pacific Red Stations. Agency: Pedlar & Ryan, N. Y.

PARTICIPATING shoe sponsors on April 27 started *The Lamplighter* on 4 Mutual stations (WOR WSAI CKLW WHKC), Sun., 2-2:15 p. m. Agency: Network Features, N. Y.

AMERICAN OIL Co., Baltimore, on May 14 only sponsors *The Preakness* on a split NBC-Red network of 29 stations, 5:45-6:15 p. m. Agency: Joseph Katz Co., Baltimore.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on April 11 started for 13 weeks *Design for Happiness* on 2 Mutual stations (WOR WGN), Mon., Wed., Fri., 6:45-7 p. m. Agency: Lord & Thomas, N. Y.

NATIONAL Dairy Products Co., New York (Sealtest) on April 25 starts *Your Family & Mine* on 37 NBC-Red stations, Mon. thru Fri., 5:30-5:45 p. m. Agency: McKee, Albright & Ivey, N. Y.

Renewal Accounts

AMERICAN TOBACCO Co., New York (Roi Tan cigars), on April 7 renewed for 13 weeks, *Man to Man* with Mark Kelly, on 5 CBS Pacific Coast stations (KNX, KOIN, KIRO, KVI, KSFO), Thurs., 7-7:15 p. m. (PST). Effective April 26, switches to Tues., 9-9:15 p. m. (PST). Agency: Lawrence C. Gumbinner Adv. Agency, N. Y.

P. LORILLARD Co., New York (Old GOLD), on May 17 renews for 13 weeks *George McCall's Hollywood Screenscoops* on 55 CBS stations, Tues., Thurs., 7:15-7:30 p. m. Agency: Lennen & Mitchell, N. Y.

Network Changes

CARNATION Co., Milwaukee (condensed milk), on April 25 adds KVOO, Tulsa, for *Carnation Contented Hour* on 59 NBC-Red stations, Mon., 10-10:30 p. m.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on April 25 adds KVOO, Tulsa, for *Kay Kyser's Musical Klass*, on 77 NBC-Red stations, Wed., 10-11 p. m.

PROCTER & GAMBLE Co., Cincinnati (Ivory flakes), on April 11 added WEBC and on May 2 adds WDAY for *Story of Mary Marlin*, formerly on 26 NBC-Red stations, Mon. through Fri., 4:15-4:30 p. m.

EUCLID CANDY Co., San Francisco (Red Cap candy), recently added KOIN, KIRO, KVI to CBS-Pacific Coast program *Headlines on Parade*. Agency is Sidney Garfinkel, San Francisco.

GENERAL FOODS Corp., New York (Huskies), on April 26 adds 11 NBC-Red stations to *Believe It or Not*, Tues., 10-10:30 p. m. Agency: Benton & Bowles, N. Y.

WMCA Opening Fete

THREE days of celebration ceremonies are scheduled for WMCA's new studios on Broadway between 51st and 52nd Sts., April 21, 22, 23. Postmaster General Farley, former Mayor Walker and Col. John Kilpatrick, president of Madison Square Garden, will act as masters of ceremonies. Dedication begins with a salute originating at a luncheon meeting of the New York Advertising Club with Lowell Thomas, president of the club, presiding. Donald Flamm, president of WMCA, will be honored guest.

Representing the broadcasting industry at studio ceremonies the evening of April 21 will be David Sarnoff, president of NBC; Alfred J. McCosker, president of WOR, and Col. Thad H. Brown of the FCC. A series of special events programs will include salutes from Philadelphia, Washington, New England, Cincinnati, Hollywood and London. Remotes from a United Airliner and the *Queen Mary* will be aired. Programs which have become well-known during the development of WMCA will be re-enacted.

Sinclair Sports

SINCLAIR REFINING Co., New York (H-C gasoline), will sponsor *Highlights in the World of Sports*, featuring Ed Thorgerson, on WABC, New York, at 6:05-6:15 p. m., Monday, Wednesday and Friday beginning April 25, placed through Federal Adv. Agency, New York. Programs will also be broadcast on Tuesday, Thursday and Saturday, and Radio Sales is seeking a sponsor for those periods.

NEHI Inc., Columbus, Ga. (Royal Crown Cola), on April 1 added 4 stations (KWBK KWG KMJ KERN) for *Royal Crown Revue* on 58 NBC-Blue stations, Fri., 9-9:30 p. m.

U. S. RUBBER Co., New York, on March 30 added a rebroadcast for *Ben Bernie* on CBS stations, Wed., 11:30-12.

KRAFT-PHENIX Cheese Corp., Chicago, on May 5 adds 3 NBC-Red stations, KGIR KGHL KPFA to *Kraft Music Hall*.

ACME WHITE LEAD & Color Works, Detroit (paints), on April 3 moved *Smilin' Ed McConnell* on 26 NBC-Blue stations from 5:30-5:45 p. m. to 3:30-3:45 p. m.

VADSCO SALES Corp., New York (cosmetics, proprietaries) on April 17 moves *Court of Human Relations*, on 20 Mutual stations, Sun., 4-4:30 to 9-9:30 for WOR and WGN and to 8-8:30 for Don Lee stations. On April 24 the program shifts to 9-9:30 p. m. (EDST) for all stations.

J. G. DODSON Proprietaries, Atlanta (Ironized Yeast), on April 24 adds 25 Don Lee and California Radio System stations and 5 Mutual stations (WAAB WLLH WRR KTAT WGR) for *Good Will Court*, now on 3 Mutual and 11 Inter-city stations Sun., 10-10:30 p. m.

BUICK MOTOR Co., holding the option for broadcast of the Joe Louis-Max Schmeling fight in June, has not yet decided whether to exercise it.

LOCAL GOVERNMENT
Springfield Mayor Hires Radio News Reporter

SERIES of weekly quarter-hour interviews on civic government will conclude on WMAS, Springfield, Mass., April 21 at which time a new series will start on WSPR, that city. Titled *From The Mayor's Office*, the programs originate in the office of Mayor Roger Lowell Putnam where department directors are interviewed by Miss Kay Spencer, municipal employe with the title of Radio Reporter.

St. Louis Disc Meeting

CONTENTION that the American Federation of Musicians and not the International Brotherhood of Electrical Workers, has jurisdiction over handlers of transcriptions and records at broadcast stations was made April 13 by Joseph N. Weber, AFM president. After conferring with officials of KMOX, St. Louis, regarding the controversy over use of union men to handle discs, Mr. Weber said KMOX had agreed to the AFM demands. KWK was to meet with Mr. Weber April 14.

CBS Stock Transfers

REPORTS of the Securities & Exchange Commission recently made public indicate that Isaac D. Levy, director of CBS, on Feb. 22 gave 702 shares of class A and 65 shares of class B stock to his wife and two children, reducing his holding to 64,200 A, 23,465 B. Leon Levy, CBS director, on Feb. 11 sold 250 shares of class A, reducing his holding to 37,850 shares. Leon Levy also owns 44,900 class B shares, according to the report.

Styles Wins Award

HAL STYLES, commentator on the *Help Thy Neighbor* program sponsored by Haas-Baruch Co. (Iris coffee), on KHJ, Los Angeles, in recognition of "outstanding radio public service", on April 3 was presented with the first annual Blue Ribbon Award of the Broadcast Listeners Association. Judge Alfred E. Paonessa, national president of the association, made the award during Styles' job finding program. Styles is credited with finding jobs for more than 5,000 persons in 18 months.

Half of KGFW Sold

SALE of the 50% interest in KGFW, Kearney, Neb., held by Mrs. Ben Fisher, wife of the Washington attorney, has been consummated. With Clark Standiford, station manager, owning the other half, the station is now affiliated with the *Kearney Daily Hub*, whose publisher, Hugh R. Brown, was the purchaser of Mrs. Fisher's interest for a consideration of $5,000.

P & G in Polish

PROCTER & GAMBLE Co., Cincinnati (Ivory, Oxydol), has started a five-a-week dramatic serial in Polish on WEBR, Buffalo. The program uses live local talent and transcribed music. Agency is Compton Adv., New York.

"The Crystal Specialists Since 1925"
SCIENTIFIC
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS
Approved by FCC
Two for $75.00 $40 Each
Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—
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RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

What-
Practical Radio Engineering training for experienced radiomen.

How-
In three convenient forms: Home Study — Residence — Combination.

Why-
To enable ambitious men to advance in Radio thru modern training.

Who-
Capitol Radio Engineering Institute—Original home-study radio engineering school.

Where-
14th & Park Road, N. W., Dept. B-4, Washington, D. C. —Write for FREE COPY of the CREI "Tested Plan".

AIRPORT LAND STATION
DYNAMIC MICROPHONE
Rugged. Durable. Chrome stand. Aluminum case, rubber base. 33 ohms. Govt. regulations for freq. response. Withstands 500 v. insulation. Also aircraft and aero-handi microphones.
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FOR YOUR NEW STUDIOS—
Choose
—Gates Speech Equipment

Merchandising & Promotion

Sealtest and Family — When Gas Is Free — Members of NBC Symphony — Masks for the Youngsters

NATIONAL Dairy Products Corp., New York (Sealtest), on April 25 starts a campaign to increase consumer interest in the Sealtest Laboratory Kitchen and the service it renders to housewives, as well as the entire Sealtest System of Laboratory Protection. A five-a-week dramatic show, tentatively titled *Your Family & Mine*, starts April 25, on about 40 NBC-Red stations. Newspaper advertising will be used in about 38 cities where the company has distribution, and recipe booklets will be given to listeners on request. About 75 dairy and ice cream companies associated with the Sealtest System will cooperate in merchandising to both consumers and dealers. Several million ice cream folders will be distributed each month during the summer. One such folder will be offered on each program.

The program will describe everyday adventures in the life of an American family. A food expert will give a short talk on each program stressing the uses and value of ice cream and other Sealtest products. The agency is McKee, Albright & Ivey, New York.

* * *

Free Gasoline

FREE GASOLINE is given to listeners writing the best safety suggestions to WWSW, Pittsburgh, which airs a daily news program sponsored by Republic Oil Co., that city. Postal cards are given at the sponsor's service stations and the five best daily suggestions win 10 gallons of gas each. Company gives away 300 gallons each week as a result of the program. Sponsor also gives auto license emblems to listeners who join the Republic Safety Club.

* * *

STERLING Products, Wheeling (Dr. Lyons') offers a charm bracelet for carton front and 10c on two NBC-Red network programs.

The Southeastern Facts

REPLYING to anti-radio copy carried in newspapers and trade papers by a group of Southeastern newspapers (some of them operators themselves of radio stations), WBT, Charlotte, has issued a booklet titled "Here Are the Facts on Southeastern Advertising Coverage". The Southeastern group's attacks appear to be part of a concerted campaign, possibly due to the depression's ravages upon national newspaper linage, in which one medium is attacking another —to the advantage of neither, as pointed out in BROADCASTING'S reply [Jan. 15] to the Crowell Publishing Co.

* * *

Point of Purchase

WMC, Memphis, has issued a brochure called "Buying Listeners" which contains the results of a recent listener survey made by questioning shoppers in local drug and grocery stores after they had made purchases. The survey was designed to test listeners while they were shopping in order to ascertain the effect of radio on those of buying age.

* * *

NBC's Musicians

NBC has issued a 120-page book called "The NBC Symphony Orchestra", detailing the orchestra's history and including charcoal drawings of its members. together with brief biographies. There are also a number of "candid" photographs of the orchestra and its conductors in action.

* * *

Sponsor's Staff

SOME 750 employes and executives of the Rogers Peet Co., New York, were guests at the WOR-Mutual Playhouse on April 5 for the broadcasts of Morton Gould and Gabriel Heatter, the latter program sponsored by Rogers Peet. Frank Braucher, WOR vice-president in charge of sales, welcomed the guests on behalf of the station.

TRADING POST—Set up in Kallison's General Store, sponsor of a 15-minute program by that name six days weekly on KTSA, San Antonio. Bulletins list articles to be swapped. Series is so popular that a local trader has set up an actual trading post on the same street as our sponsor and is doing a thriving business, says KTSA.

KSFO Mailpiece

KSFO, San Francisco, has begun a new merchandising service for wholesalers, jobbers and large retailers of drug and grocery products. In the form of a large postcard, this monthly mailpiece is sent out to the merchandising managers of all manufacturers' representatives, listing the products to be advertised for the coming month over KSFO. The piece urges wholesalers, jobbers and large retailers to help radio boost their sales by featuring radio advertised products on their counters and in window displays On the front of the card, attention is called to new and outstanding shows about to begin, or that are currently running on KSFO, giving the time, talent, and any contest information.

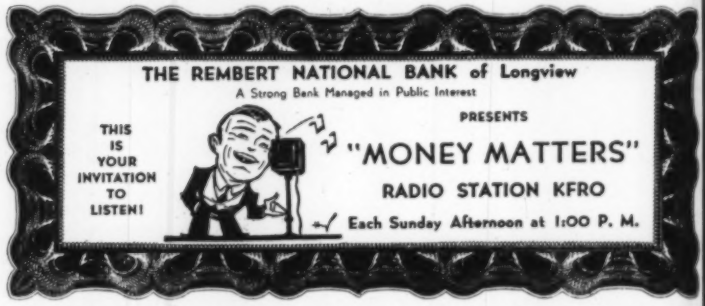
Seeds from P & G

PROCTER & GAMBLE Co., Cincinnati (Oxydol), the first week in April offered three packets of assorted flower seeds in exchange for a box-top and ten cents. The offer was made on *The Goldbergs*, heard five days a week on CBS. Episodes concerning a community benefit seed sale were included in the serial's continuity. Agency is Blackett-Sample-Hummert, Chicago.

* * *

Radio Food Show

KWTO-KGBX, Springfield, Mo., recently directed a food show and invited local radio dealers to display sample sets. Where there was more than one dealer, the sign listed all dealers, as well as identifying the make of radio.


THE REMBERT NATIONAL BANK of Longview
A Strong Bank Managed in Public Interest
PRESENTS
THIS IS YOUR INVITATION TO LISTEN!
"MONEY MATTERS"
RADIO STATION KFRO
Each Sunday Afternoon at 1:00 P. M.

INVITATIONS—To listen were recently distributed by KFRO, Long View, Tex., on behalf of the local Rembert National Bank which sponsors a Sunday afternoon show called *Money Matters*. Designed like currency, the invitations were also sent to advertisers with the legend, "Every minute of the day KFRO is talking to thousands upon thousands of the best incomed people in East Texas. Let KFRO talk for you?"

Ranger Display

WCKY, Cincinnati, has a *Lone Ranger* lobby display at the RKO Family Theatre, during the 15-week run of the Republic movie serial of the same name. A trailer on the screen advertises the broadcast and a masked ranger is stationed in the lobby when the serial is showing, giving away masks and badges. Schulze Baking Co. sponsors the program in Cincinnati.

* * *

Ye Old Programmes

WORC, Worcester, Mass., publishes its program listings in local papers in the form of an old New England almanack called "Ye Olde Radio Almanack." Weather forecasts and a column of famous events are carried in addition to the program lists. Cut out line reads "Pin to thy Wall."

* * *

Weed's Link

"WLAW: The Third Link," is the title of a promotional booklet distributed by Weed & Co., New York, representatives for WLAW, Lawrence, Mass. The booklet relates the history of Hildreth & Rogers Co., owner of the station and two newspapers.

* * *

She's the Champ

WHN, New York, has issued a promotion piece for Ida Bailey Allen, "saleswoman extraordinary," called "The Lady is a Champ." Mrs. Allen conducts a participating sponsorship program of home economics three days a week on WHN.

* * *

Tune to Sterling

STERLING Life Insurance Co., Chicago, has "Tune in Sterling Programs Over Many Leading Radio Stations" printed on its letterheads.

Meeting Celebrities

ROOS Brothers, operating several quality clothing stores in California, are cashing in on sponsorship of Ernie Smith's *Sport Page of the Air* over KYA three nights weekly. As a tie-up with their radio sports feature the company is staging each Saturday morning in its Boys Shop a sports rally, in which outstanding personalities from the sports realm are appearing at the store with Ernie Smith.

* * *

KPO Policy

NBC, San Francisco, has issued a promotion piece called "Good News from KPO" outlining the new announcement and transcription policy of that station. Published under the direction of Charles B. Brown, sales promotion manager, the mailing piece suggests, "To Put It Over, Put It on KPO."

* * *

For WOR Only

THE brochure "How to Behave in Business", written by Joseph Creamer, promotion manager of WOR, Newark, was not issued by Mutual network, as incorrectly stated in the March 15 issue of BROADCASTING. It was issued by WOR and lists sponsors, products and programs.

* * *

Riches in Northwest

THE NBC North Mountain Group of six stations, optional on both Red and Blue, is depicted by a map printed on copper. The folder has a copper-colored paper cover showing a miner under a caption reading: "Boy! I struck it rich!"

* * *

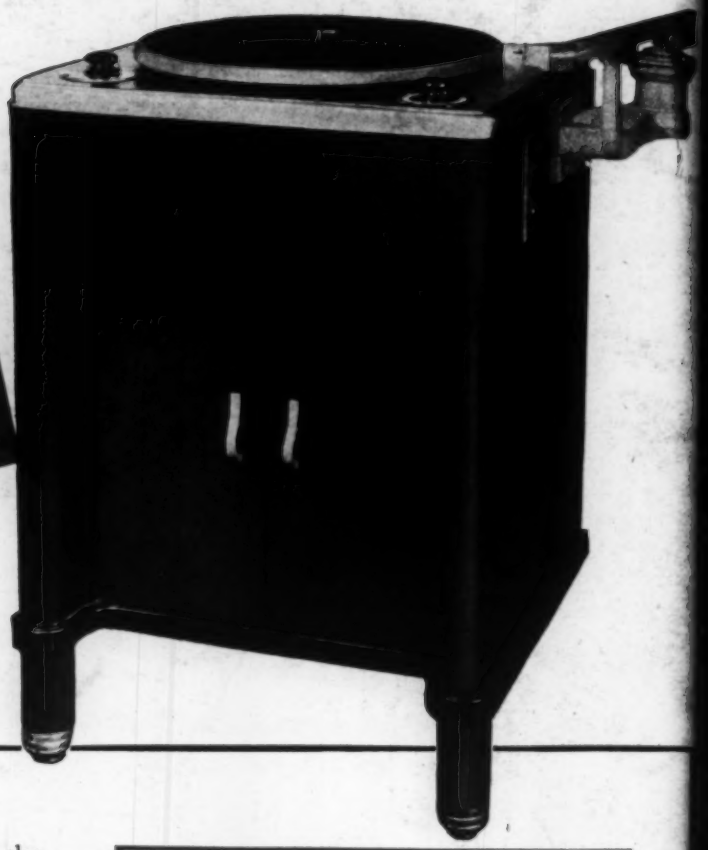
True or False

MUTUAL's sales promotion department on April 11 mailed 4,000 broadsides to the trade describing the success of *True or False*, sponsored by the J. B. Williams Co., Glastonbury, Conn.

"Sure, I know they got a new show on WLW, but for Pete's sake leave enough room to let some customers in the front door."

NEW RCA 70-B TURNTABLE

with the Diamond Stylus Lateral Tonearm



Greater fidelity reproduction . . . No needles to change . . . Scratch reducing filters included . . . Less record wear

The RCA 70-B Transcription Turntable succeeds the RCA 70-A! And that the 70-A was popular is proved by the fact that more than 850 were sold. And the 70-B offers even more than its predecessor!

The 70-B has a completely redesigned lateral tone-arm which provides unusual reproduction fidelity. Wider frequency response—from 30 cycles to well over 9,000. Unusually low harmonic distortion. These are but a few of the features which amazed broadcasters who heard this turntable at the N. A. B. Convention in Washington! There are many other features! No needles are necessary. This new instrument uses a carefully ground diamond point stylus, shaped to fit record's groove. This reduces record wear, ends needle changing. And you no longer need worry about poor quality caused by operation with worn-out needles.

Some of this new turntable's other features are shown in the box at right. Use your transcriptions to best advantage! Order a 70-B for your station.

There's an RCA tube for every purpose in the station

SOME EXTRA FEATURES OF RCA'S 70-B TURNTABLE

Has flexible stylus suspension for reproducing low frequencies and helping make transcriptions last longer. Long tone-arm prevents excessive wear on one side of the groove. Has 3 filters which may be selected with a switch and provide high frequency cutoff above 4500 cycles, 6000 cycles or 9000 cycles. Different positions may be used according to the record material and age of record. Has sturdy motor, wear-proof speed change mechanism for 33⅓ or 78 r. p. m. and the convenient, styled cabinet. Available from stock in black and silver or umber gray finish.

MODERNIZE YOUR 70-A TURNTABLE

Bring it up-to-date by purchasing an MI-4857 Lateral Tone-arm kit! This includes new diamond point tone-arm, high frequency filters and mounting hardware. Allowance on your present lateral tone-arm. Write to nearest district office for prices—get better reproduction, save on record wear and make needle changing unnecessary!

RCA *Broadcast Equipment*

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A Service of the Radio Corporation of America

New York: 1270 Sixth Ave. • Chicago: 589 E. Illinois St. • Atlanta: 490 Peachtree St., N. E. • Dallas: Santa Fe Building • San Francisco: 170 Ninth St. • Hollywood: 1016 N. Sycamore Ave.